VOGUE

BEAUTY... on a 1943 working schedule

ADVANCE RETAIL TRADE EDITION

Fashions and facts for YOUNG MOTHERS

NOVEMBER 1, 1943
PRICE 35 CENTS
40 CENTS IN CANADA

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Happy landings

A happy landing to you, Captain, coming in "on a wing and a prayer" to see your son for the first time.

And to your proud, brave bride may the happiest of all your happy landings come soon . . . so that your hopes and plans for a home in a world at peace, a world redeemed by your daring, may not be delayed too long.

WAMSUTTA MILLS — *Since 1846* — NEW BEDFORD, MASS.

For Your Country's Need Now

BUY WAR BONDS

For Your Own Use Later

*His Highness is, of course, presented for the first time on one of Mother's choicest possessions—a pillowcase of Wamsutta Supercale.**

Wamsutta

SUPERCALE SHEETS

*REG. U.S. PAT. OFF.

Springfield Blankets . . . Wamsutta-Somerset Towels

VOGUE Advance News for Retailers • Nov. 1

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FASHION AND BEAUTY FIT THE TIMES

Vogue says, "Smooth, sure fit is beauty at work in 1943."

Vogue defines "fit" as "the way a hat fits a head, a hand fits a glove, a fashion fits a time, a place, a figure." The keynote of present-day beauty is appropriateness, and the 1943 standard is the slim, straight, neat look. Here is a fashion plan for every department in your store. Plan window displays of: day and evening stockings (so important to the general effect in a year of short skirts), gloves moulded to the hand, close-fitting hats, neat shoes, pared-down suits and dresses. Tie in all these with Vogue's theme of "beauty on a working basis," and demonstrate how together they add up to the "all-of-a-piece" look that spells beauty today (see pages 51-55). Help your customers achieve the 1943 ideal by helping them dress up to their best feature—show a skin-tight turban for a "well-planned face," the narrowest of skirts for slender hips, very formal short evening dresses for good legs. Point out the difference between the straight, definitive line of beauty this year, and the curves and frills of the past. Underline the simplicity of the former—the foundation of all true beauty.

Vogue says, "Fit beauty schedules to working schedules."

Cosmetics as well as fashions have to be appropriate this year, have to "fit" certain needs. On the side we have sketched three of the main categories of women who may be coming to your store for beauty preparations—a factory worker, an office worker, a nurse's aide. Each of these is looking for special things in her cosmetics, and you should be able to advise her. Study the needs of your community, the activities of your customers. Then key your beauty displays and advertising to appeal specifically to them (pages 62-66). If many of the women near your store are working in a factory, show a variety of cosmetics arranged in beauty kits; for nurse's aides and others who are on their feet most of the day, accent foot preparations; for office workers, easy-to-apply make-up; for all of them, long-lasting foundation creams, hand lotions. And display your cosmetics against a background of women at work, using the quotation above.

Vogue says, "Maternity fashions are cut in the current fashion."

Gay, becoming maternity clothes, "cut from the same bolt, with the same eye as a pre-baby wardrobe," will be important items this year, especially for new, young mothers-to-be who are anxious to dress as closely as possible to the way they did before. On pages 80-81 are examples of the new maternity fashions—youthful, attractive, in both misses and junior sizes, and not one with a blatantly "maternity" air. These have the triple advantage of being inexpensive, attractive, varied. Select similar types to show in your maternity department, and try to sell your customers a basic, workable wardrobe—a jumper, like the jumpers they wore before, but with top interest; a soft dress with bright touches at the neck, for social events; a loose, becoming jacket that can be formal or informal; a pair of slacks. Vogue says, "It's wonderful to be wearing what everyone else is wearing, and still be having a baby."

Fashion Points to Beauty—

These Four Quotations on Cards Without Cost

Write Vogue's
Merchandising Service
420 Lexington Avenue

VOGUE SAYS: "Fit your beauty schedule to your working schedule."

VOGUE SAYS: "For all war workers—a long-lasting make-up over a foundation."

VOGUE SAYS: "Perfume is one of your biggest—and best—press agents."

VOGUE SAYS: "Maternity fashions are young, pretty, cut very much in the current fashion."

Put These Quotations on Your Own Cards, Use Them in Advertising

GENERAL BEAUTY

VOGUE SAYS: "1943 beauty is something you achieve—not inherit."

VOGUE SAYS: "This is the day for self-made beauty."

VOGUE SAYS: "Whatever you put into beauty, you get back with compound interest."

VOGUE SAYS: "Beauty in 1943 is as down to earth as a well-run machine."

VOGUE SAYS: "Requisites for 1943 beauty—self-appraisal and good planning."

COSMETICS

VOGUE SAYS: "The major beauty problem of most plant workers—hands."

VOGUE SAYS: "Before going to work in the factory, smooth on a protective hand cream."

VOGUE SAYS: "After a day's work in the factory—a lanolin hand cream."

VOGUE SAYS: "For factory days—use a heavy foundation under your make-up."

VOGUE SAYS: "Factory workers need a rich night cream."

VOGUE SAYS: "If you are on your feet all day, massage them at night with stimulating foot cream."

VOGUE SAYS: "Cooling lotions for tired feet."

VOGUE SAYS: "A make-up kit—the factory worker's equivalent of a dressing table."

VOGUE SAYS: "Keep a complete make-up kit in your desk for work-to-dinner evenings."

VOGUE SAYS: "To look well in the office, make-up well at home."

VOGUE SAYS: "After a day's work, use an astringent on your face."

VOGUE SAYS: "Cover tired eyes with lotion-soaked pads."

PERFUME

VOGUE SAYS: "Perfume as a gift is sent to deliver a message."

VOGUE SAYS: "Perfume has a wonderful psychic effect on a woman."

VOGUE SAYS: "Perfume, like a short-wave radio, feels its way around the world."

MILLINERY

VOGUE SAYS: "Fashion points to neat heads."

VOGUE SAYS: "Hew firmly to the capped line."

VOGUE SAYS: "This is the year of tiny hats, neat and close as your suit silhouette."

VOGUE SAYS: "The baby cap has been purloined by adults."

VOGUE SAYS: "The baby cap—frame for a young and pretty face."

VOGUE SAYS: "Have an all-day hat that starts out with a suit, ends up with a dinner dress."

READY-TO-WEAR

VOGUE SAYS: "Designers are carving away great areas of décolletage in dinner sheaths."

VOGUE SAYS: "Fashion points to beautiful backs."

VOGUE SAYS: "Fashion points to narrow hips."

VOGUE SAYS: "Have a dress half-dark, half-light."

VOGUE SAYS: "The shirt-and-skirt look keeps on looking better and better."

VOGUE SAYS: "Shirts and skirts—comfortable, unstudied, good."

VOGUE SAYS: "Top—dark and bulky; skirt—narrow, straight, light as a straw."

MATERNITY FASHIONS

VOGUE SAYS: "Maternity fashions take a new lease on life."

VOGUE SAYS: "New maternity fashions are cut from the same bolt, with the same eye as a pre-baby wardrobe."

VOGUE SAYS: "Maternity fashions have all the colour you want."

VOGUE SAYS: "New maternity fashions minimize the worst, play up the best."

VOGUE SAYS: "Maternity jumpers have a look of ease, top interest."

VOGUE SAYS: "Bright bows at the neck of a dress steer attention above the waist."

VOGUE SAYS: "Soft pedals—drapery and a drawstring waist."

TRADE EDITION SUBSCRIPTIONS
2 YEARS (48 ISSUES) $8.00
WRITE FOR QUANTITY RATES
NOVEMBER 1, 1943

RETAILERS, MANUFACTURERS AND ADVERTISING EXECUTIVES ARE ENTITLED TO RECEIVE THE TRADE EDITION OF VOGUE. SUBSCRIPTIONS MUST BE PLACED DIRECT WITH THE PUBLISHERS OR DIRECT WITH A CATALOGUE SUBSCRIPTION AGENCY. DO NOT SUBSCRIBE FOR THE TRADE EDITION THROUGH AN AGENT CALLING ON YOUR STORE. MAKE YOUR CHECK PAYABLE TO VOGUE, AND MAIL TO VOGUE, GREENWICH, CONN.

CHECKMATE

. . . a Perfume Success

Born of necessity (prior to the war Bendel Perfumes
were made in Paris) this first American Bendel Perfume
(now a mere three-year-old stripling) has had the
acceptance generally accorded to time-honored products.

In American vernacular, CHECKMATE clicked from the start.
Today . . . acknowledged favorite among women — and men — who
know an out-of-the-ordinary perfume when they sniff one.
For it magically embodies all the qualities sought in a
Perfume today: is light enough to be subtle, feminine . . .
intense enough to make you pleasantly aware of it.

It has been said that CHECKMATE keeps one in touch with quality.
If so, it's a fine contribution to the art of American perfume-making.
And . . . may we add? we're proud of it!

HENRI BENDEL
10 West 57th Street, New York

In addition to Perfume, CHECKMATE is available in Toilet Water, Eau de Sachet, Bath Oil,
Floating and Hand Soaps, Bath Powder, Bath Mitts . . . In the best stores of the country.

that Ayres look
L. S. Ayres & Co.
INDIANAPOLIS

To Capture Your Heart—And His

CHARBERT'S romantic breath-catching perfume—BREATHLESS. Made for those moments when your pulse quickens—when you live an eternity—and the world is yours.

jay Thorpe
24 WEST 57
NEW YORK

an illustrious name
maintaining its heritage of quality
and fashion

PANDORA
FOOTWEAR

AT BETTER STORES THROUGHOUT THE COUNTRY

Vogue
November 1st, 1943

VOGUE Incorporating Vanity Fair is published semi-monthly by The Condé Nast Publications, Inc., Boston Post Road, Greenwich, Connecticut.
Entered as second-class matter at the Post Office at Greenwich, Connecticut, under the act of March 3rd, 1879. Subscription $6.00 a year in U. S. A.

Vol. 102, No. 9
Whole No 1709

STERN BROTHERS, NEW YORK

Winter Violet....
from Daylight into Darkness

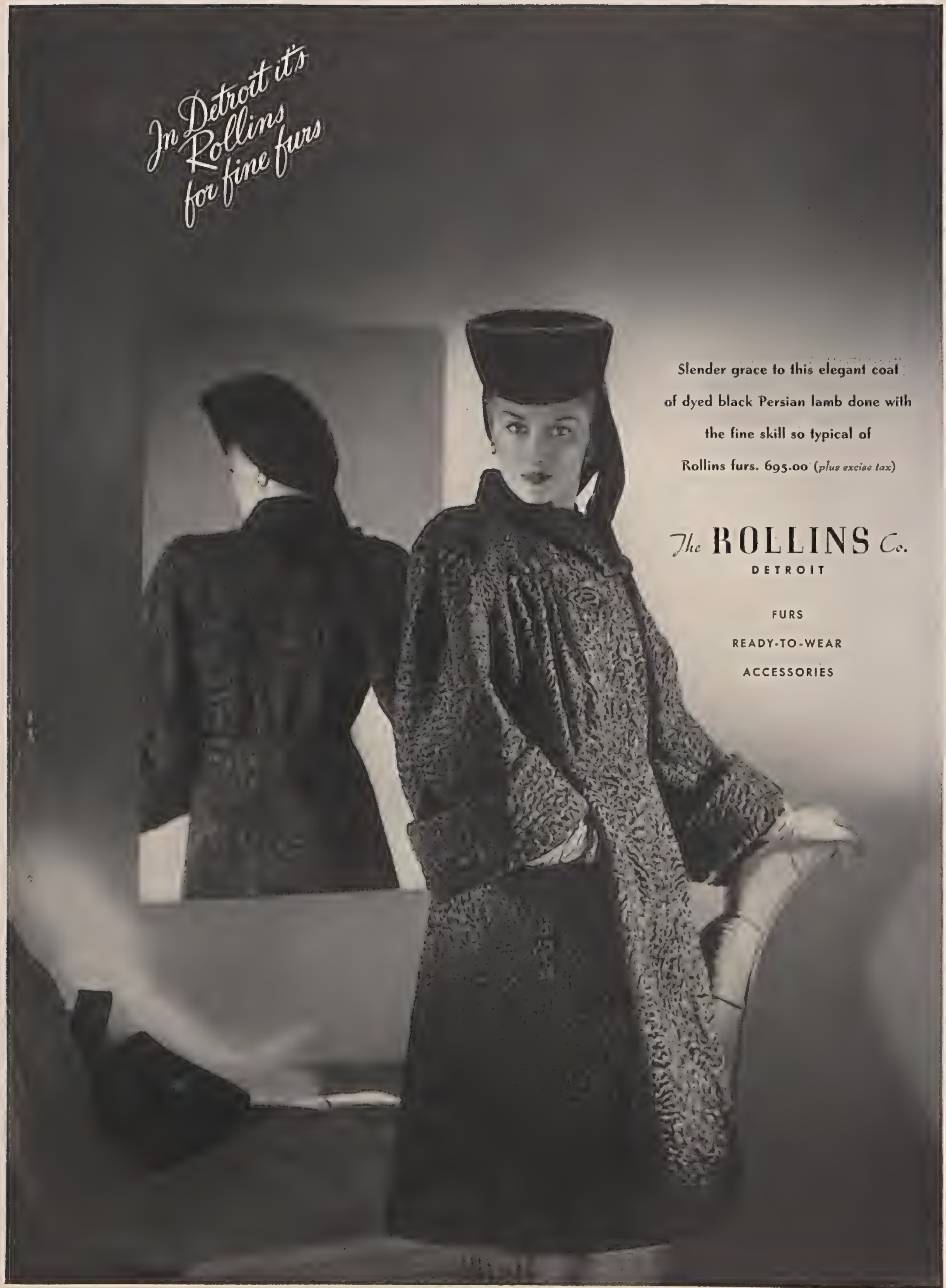
Violet wool jersey to make a worldly-wise gown... Traina-Norell's sleeveless sheath with gleaming jewel buttons under a suavely fitted jacket

at **NAN DUSKIN**
Philadelphia

Enchantment
in finely moired Russian broadtail

I. Magnin & Co.
California

Stores located at: SAN FRANCISCO • SEATTLE • OAKLAND • LOS ANGELES • BEVERLY HILLS • PASADENA *and* SANTA BARBARA


In Detroit it's
Rollins
for fine furs
Slender grace to this elegant coat
of dyed black Persian lamb done with
the fine skill so typical of
Rollins furs. 695.00 (plus excise tax)
The ROLLINS Co.
DETROIT
FURS
READY-TO-WEAR
ACCESSORIES

TABU *the "forbidden" perfume*

Few women have ever worn it without discovering the full truth of its name.

Dana © *Dana Perfumes, Sole Licensees for U. S. A., Hubbard at Dearborn, Chicago. Other Dana Licensees: Paris • London • Buenos Aires • Mexico City • Havana*

THINGS TO COME

TEXTRON

Textron's hourglass—whirling in wartime—is prophetic of the fabulous new fabrics that will adorn you and your home of tomorrow. Soon you may wear the Textron gossamer that rides the skies in parachutes today . . . soon you may mould your slimness in the delicate-strong fibers that are now twisted into tow ropes for gliders! Just over tomorrow's horizon are Textron miracle fabrics that shut out cold and wind, that repel dampness and staining . . . that *endure* in fantastic, fragile beauty! Textron is a name to watch for, in the world of tomorrow!

STREAMLINES NOW

Today—Textron offers you a Textron Original of lovely uncluttered lines—a heavenly new slip that streamlines your figure and will not ride up. Superbly tailored, accurately sized . . . in smooth Textron Crepe of finest rayon. In "Snow White" or "Pink Angel" at Lord & Taylor, New York, and leading stores in other cities . . . $3. **Also,** exclusive, luxurious Textron Satins and Textron Lining Twills and Serges . . . all in finest rayon—glorious lengths in the most flattering and exciting colors. Textron, Inc., Empire State Building, Fifth Avenue, New York.

TEXTRON Originals

new york's smartest nail shades originated
by Peggy Sage in her 57th street salon
Dark Fire
AT BETTER SHOPS
DUSTY ROSE MANICURE POLISH
FLAGSHIP MANICURE POLISH
SHORE LEAVE MANICURE POLISH
HEARTBREAK MANICURE POLISH
MAD APPLE MANICURE POLISH
CLOVER MANICURE POLISH
TULIP MANICURE POLISH
DARK FIRE MANICURE POLISH
DEEP CLARET MANICURE POLISH
GINGER TEA MANICURE POLISH
FIRE WEED MANICURE POLISH
Peggy Sage

SAKS FIFTH AVENUE
New York Chicago Beverly Hills Detroit

Brazilian Honey

Charles Cooper design

RAYON CREPE LONG STORY...45.00 SHORT STORY...39.95 Sizes 10 to 18.

WHEN ONE IS MINDFUL OF HER MOST DRAMATIC PERFECTION

Menace

ONE OF TWO GREAT PERFUMES
BY
Hartnell

Sleek cardigan suit by Rosenblum of California, for wear now and through the year. In fine English gabardine of our own importation; red, brown, beige, surf blue, black and navy. Sizes 12 to 20 $49.75. Large pansy pin, $27.50; medium, $25; small, $14. Pansy earrings $27.

Neiman-Marcus

DALLAS

Exotic

Fervent glances bespeak the loveliness of shapely limbs veiled in Shaleen Stockings. Styled by artisans, Shaleens accent the charming grace reflected in fastidious grooming.

shaleen
HOSIERY

SHANNON HOSIERY MILLS, INC., COLUMBUS, GA.

Jordan Marsh

From our new and breath-taking collection of Hattie Carnegie originals. A dinner dress, wick-slim, and flaming at the top with gold and turquoise beads. The accessories, too, by Carnegie.

JORDAN MARSH COMPANY • BOSTON, MASS. • NEW ENGLAND'S GREAT STORE

Use this light, pure night cream
on your delicate skin
Dorothy Gray
SENSITIVE SKIN
CREAM
SENSITIVE SKIN CREAM
Dorothy Gray
IF YOUR skin is sensitive . . . roughs up easily from raw winds, drying indoor heat, yet rebels at richer creams . . . pamper it with Dorothy Gray *Sensitive Skin Cream.* Not too rich, not heavy . . . *Sensitive Skin Cream* gives your complexion a gentle softening treatment. Smooth all over face and neck, with special attention to flaky-dry areas . . . tiny dry-skin lines. Its fine oils give your skin a look of soft loveliness! $2. *Plus tax.*
LIPSTICK
Creamy-moist in texture, Dorothy Gray Lipstick goes on smoothly. Indelible as can be! Try new *Headline Red*—a rich, true red. Other favorites: bright *Red Letter Red,* warm *Smiling Red.* Lipstick, $1. Matching Compact, Cream Rouge, each $1. *Plus tax.*
● To hasten the return of your service man, our plant is making ammunition fuses. If your favorite store is temporarily out of any Dorothy Gray item, please be patient.
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Dorothy Gray . . American design of Beauty . . 683 Fifth Avenue . . New York

1-2-3 TNT
PHOTOGRAPHED AT THE 1-2-3 CLUB,
OUR DANGER BLACK DINNER DRESS:
BLACK RAYON CREPE, BLACK MARQUISETTE,
BLACK PAILLETTES HANDLED WITH FLAIR.
MEANT TO BE WORN FOR JUST ONE MAN,
DESPITE ITS CYNOSURE-OF-ALL-EYES QUALITIES;
BUT WHEN YOU WEAR IT, TAKE CARE! 49.95
Enka Rayon
SIZES 10 TO 18, FASHION SALON • THIRD FLOOR
ARNOLD CONSTABLE
FIFTH AVENUE AT 40TH, NEW YORK • NEW ROCHELLE • HEMPSTEAD

Aralac

...fibre of beauty in modern fabrics

A stunning coat...for rain or shine...precision tailored by Duchess Royal in cravenetted "Indu Lac"

...a Brighton fabric of rayon and ARALAC. Gray, brown, navy, and beige, pin striped in white. 10 to 18...35.00

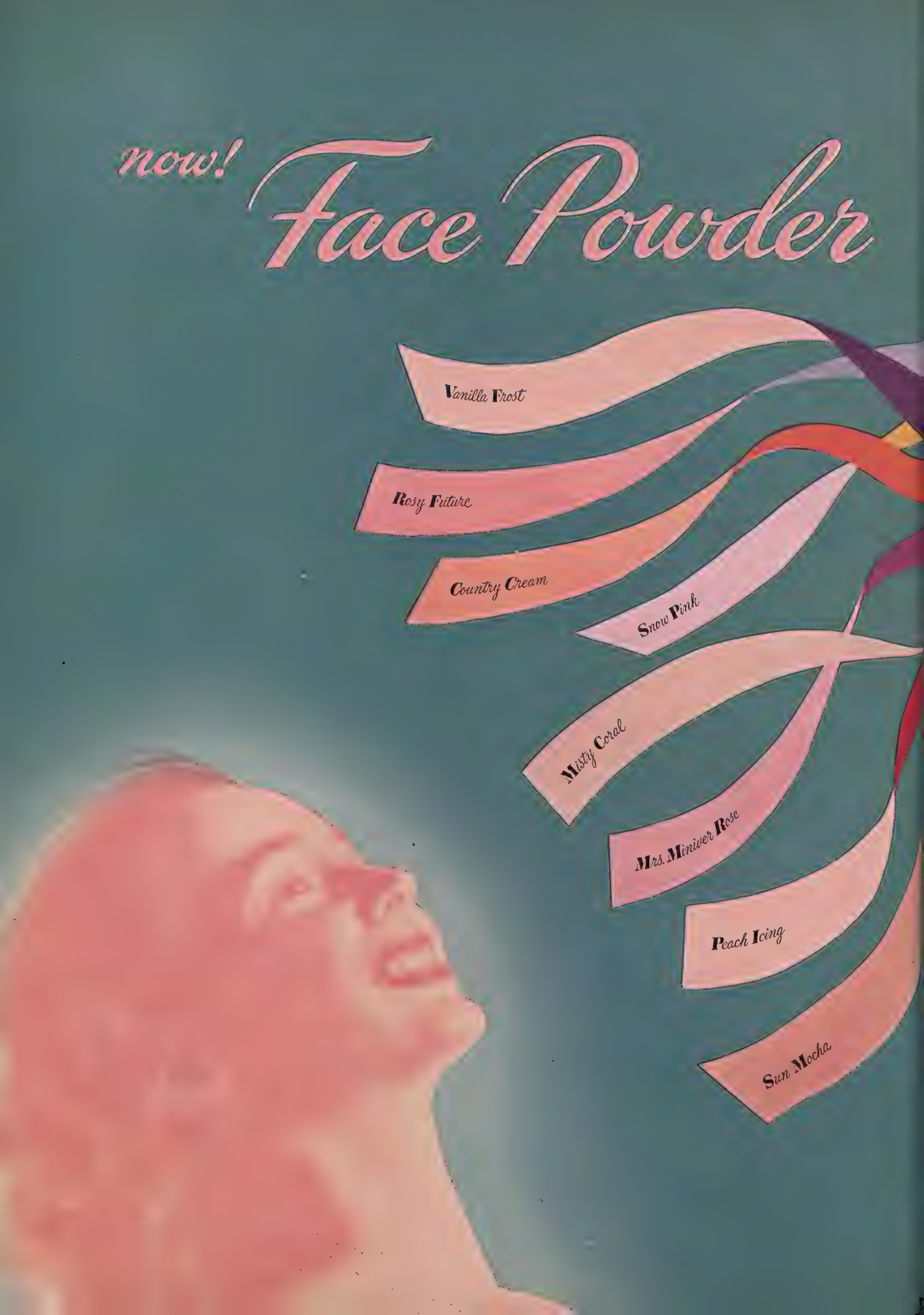
B. ALTMAN & CO.
NEW YORK

CARSON PIRIE SCOTT & CO.
CHICAGO

TITCHE GOETTINGER CO.
DALLAS

*T. M. REG. U. S. PAT. OFF. BY ARALAC, INC., A DIVISION OF NATIONAL DAIRY PRODUCTS CORPORATION

Sirocco-Perfume
Sirocco-
LUCIEN
LELONG


now!
Face Powder
Vanilla Frost
Rosy Future
Country Cream
Snow Pink
Misty Coral
Mrs. Miniver Rose
Peach Icing
Sun Mocha

by Revlon!

AT LAST! Face powder that stays color-true and color-fresh every moment it's on your skin. It's "Wind-Milled," an exciting, special Revlon process . . . each tiny silken powder fleck is color-fused for keeps . . . has the same lovely linger-longer quality that has brought Revlon Nail Enamel and Lipstick to bright, enduring fame. 60¢ and $1.00.

Tune in! "Revlon Revue"

Gertrude Lawrence . . . Blue Network.

* Reg. Trade Mark

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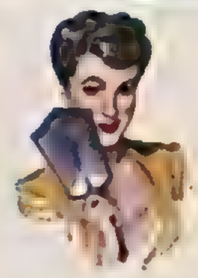
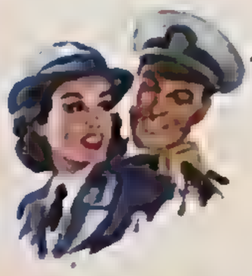
Create flattering new beauty ... IN JUST A FEW SECONDS



★ *It creates a lovely new complexion*



★ *It helps conceal tiny complexion faults*

★ *It stays on for hours without re-powdering*

Yes, just a few seconds to make up... and you'll be thrilled with the touch of glamour Pan-Cake Make-Up gives to your natural beauty. Created originally for Technicolor pictures by *Max Factor Hollywood*, Pan-Cake Make-Up is now the favored fashion with millions of girls and women. Try it today.

Pan-Cake* Make-Up

ORIGINATED BY MAX FACTOR★HOLLYWOOD

Filene's

the world's largest specialty store

JUNIOR SHOP FURLOUGH GLAMOUR

A CHEMISE SILHOUETTE

DINNER DRESS $25

Sizes 9 to 15

WHEN YOU THINK
OF FASHION IN NEW ENGLAND
IT'S FILENE'S

BOSTON • FALMOUTH
SOUTH HADLEY • NORTHAMPTON
WORCESTER • WELLESLEY • WINCHESTER
BELMONT • PORTLAND

When a *Slip* becomes a social error . . switch to *Mary Barron*

An award of $50 has been sent to Mrs. P. J. Woolum, Grenada, Miss., for a letter she wrote in which she described her actual embarrassing episode.

Made of BUR-MIL* rayon French crepe, lace trimmed . . . about $3.00
Others in lace trimmed or tailored styles . . . . . about $2.00

*Reg. U. S. Pat. Off.

The "*Slip*" that struck a false note

She was so happy playing for the boys. Suddenly she became horribly self-conscious. She *felt* their eyes looking. They were not watching her fingers. She looked down to see her slip had ridden up . . . So embarrassing!

These social errors are entirely unnecessary. They just do not happen when you wear a **Mary Barron** Slip. This slip never rides up, does not pull down on the straps nor wind around the hips. The patented design is responsible for its good behavior—not fancy inserts nor tricky gadgets.

Lace-trimmed or tailored styles in the season's colors.

WHEN YOU ORDER FROM YOUR LOCAL STORE GIVE THEM YOUR BRASSIERE SIZE

Arnold Constable & Co. New York City

L. Bamberger & Co. Newark, N. J.

Broadway Department Store Los Angeles, Calif.

ATLANTA.....*Davison-Paxon Co.*
BALTIMORE.....*Stewart & Co.*
BOSTON.....*Chandler & Co.*
BUFFALO...*Adam, Meldrum & Anderson*
DAYTON.....*The Rike-Kumler Co.*
DENVER.....*The May Co.*
DETROIT.....*The J. L. Hudson Co.*
HARTFORD.....*Sage-Allen & Co., Inc.*
MILWAUKEE.....*Gimbel Brothers*
PATERSON, N. J.....*Meyer Bros.*
PITTSBURGH.....*Joseph Horne Co.*
PORTLAND, ORE.....*Meier & Frank Co.*
SAN DIEGO.....*Marston Co., Inc.*
TOLEDO.....*The La Salle & Koch Co.*
TRENTON, N. J.....*Nevius-Voorhees*
WASHINGTON, D. C.....*Jelleff's*

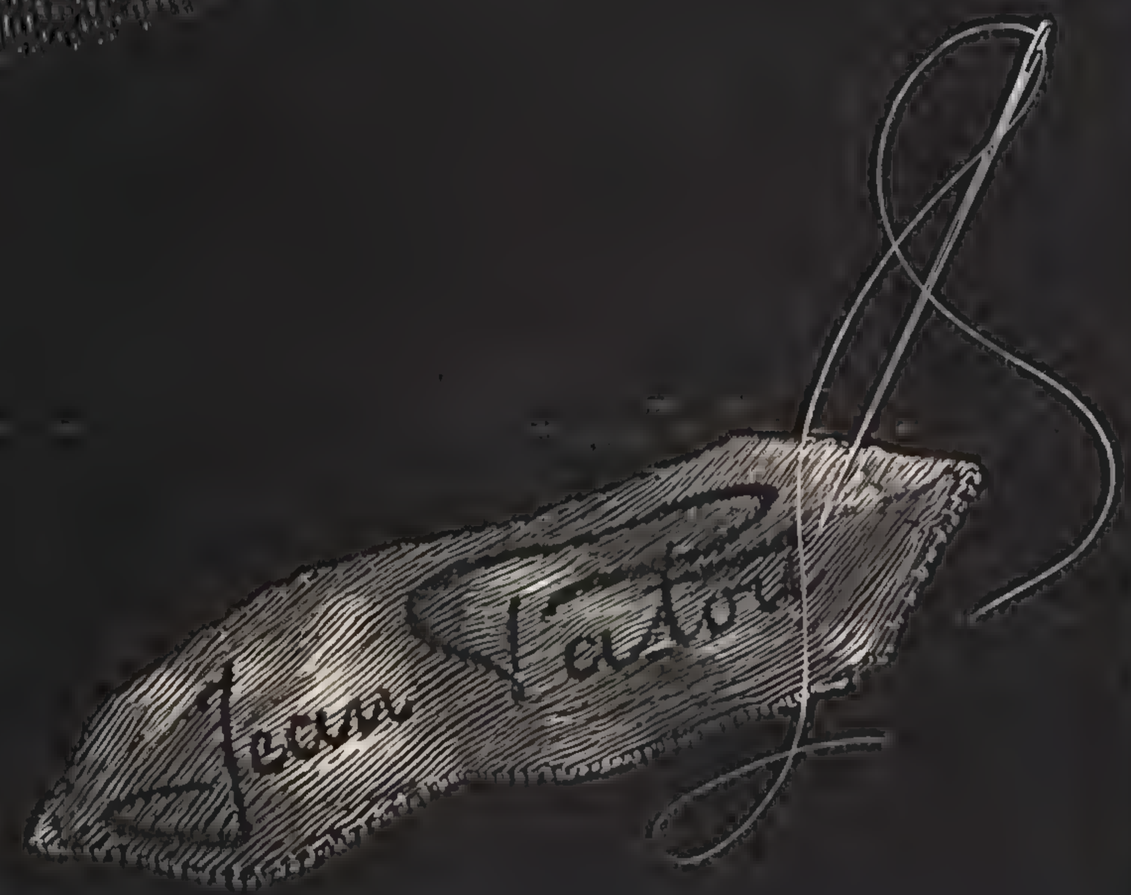
★ AND AT LEADING STORES EVERYWHERE, INCLUDING CANADA

WIN $50 *for your most embarrassing slip moment, if we use it in our advertising. Send to Mary Barron, c/o The Davidson Bros. Corp., 180 Madison Ave., N. Y. C. (Expires June 30, 1944)*

Subdued splendor for before or after
five . . One of our new Maurice Rentner
Originals shown here with a
Harry Rosenfeld bag and I. Miller shoes.
The ADDIS Co.
Syracuse, New York

JOY

the costliest perfume in the world



Blue Ribbon Trophy

MINK

MINK IN ITS SUPREME GLORY

The "Champions", of Labrador Strain, with rich blue undertones, selected, styled and manufactured by Ritter. Each coat registered by number on the individual pelts and engraved upon the Trophy Label, for the full protection and lasting pride of the purchaser.

EXCLUSIVELY AT THESE STORES:

BOSTON
R. H. STEARNS CO.

BUFFALO
FLINT & KENT

CLEVELAND
HIGBEE CO.

DALLAS
TITCHE-GOETTINGER

DETROIT
J. L. HUDSON CO.

INDIANAPOLIS
L. S. AYRES & CO.

LOS ANGELES
J. W. ROBINSON CO.

OMAHA
THOS. KILPATRICK

PHILADELPHIA
STRAWBRIDGE & CLOTHIER

PITTSBURGH
JOSEPH HORNE CO.

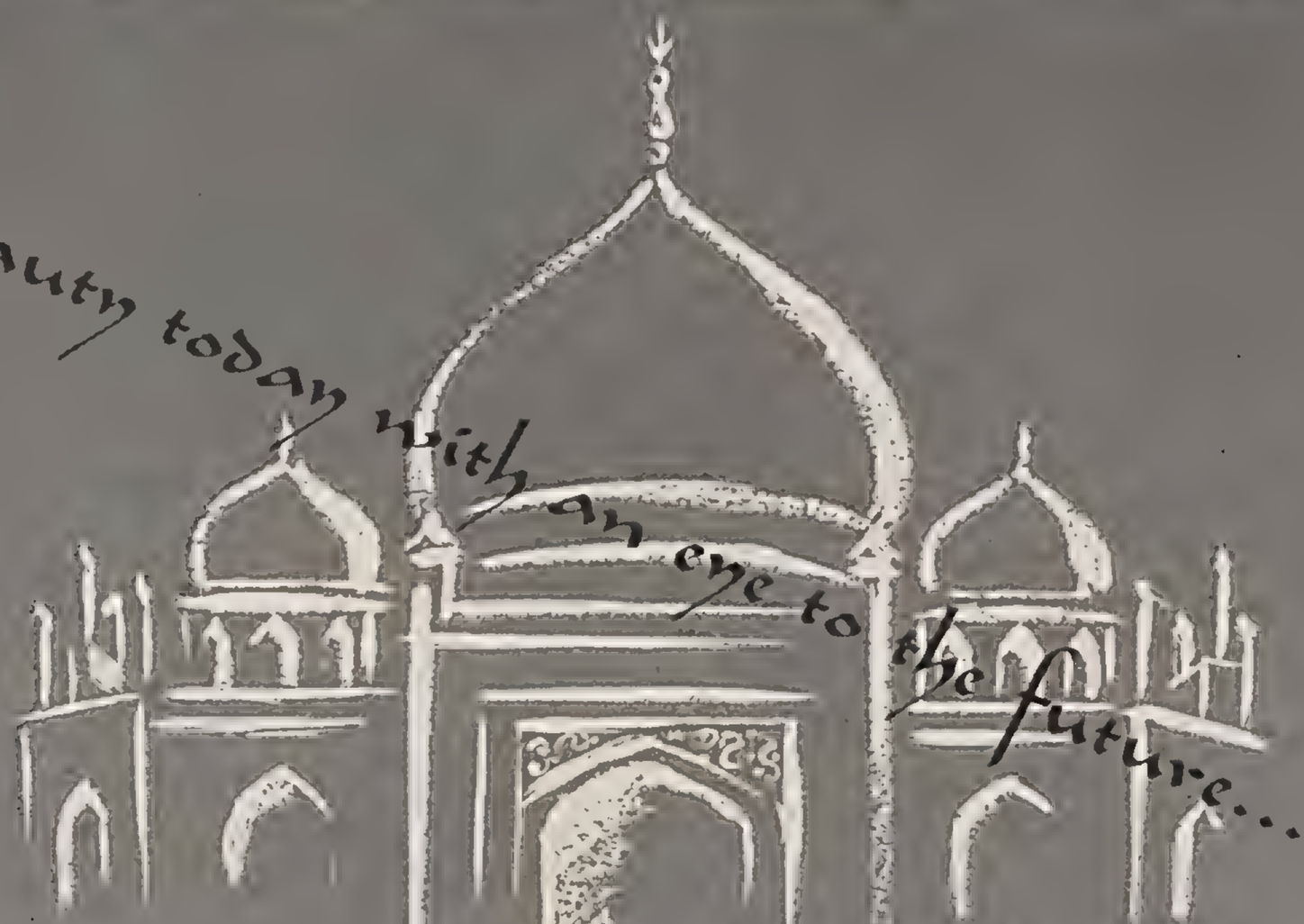
•

In Montreal, Canada
HENRY MORGAN & CO. LTD.

In Rio de Janeiro, Brazil
"A. IMPERIAL"

Ritter Brothers, Inc.,

224 WEST 30TH STREET
NEW YORK



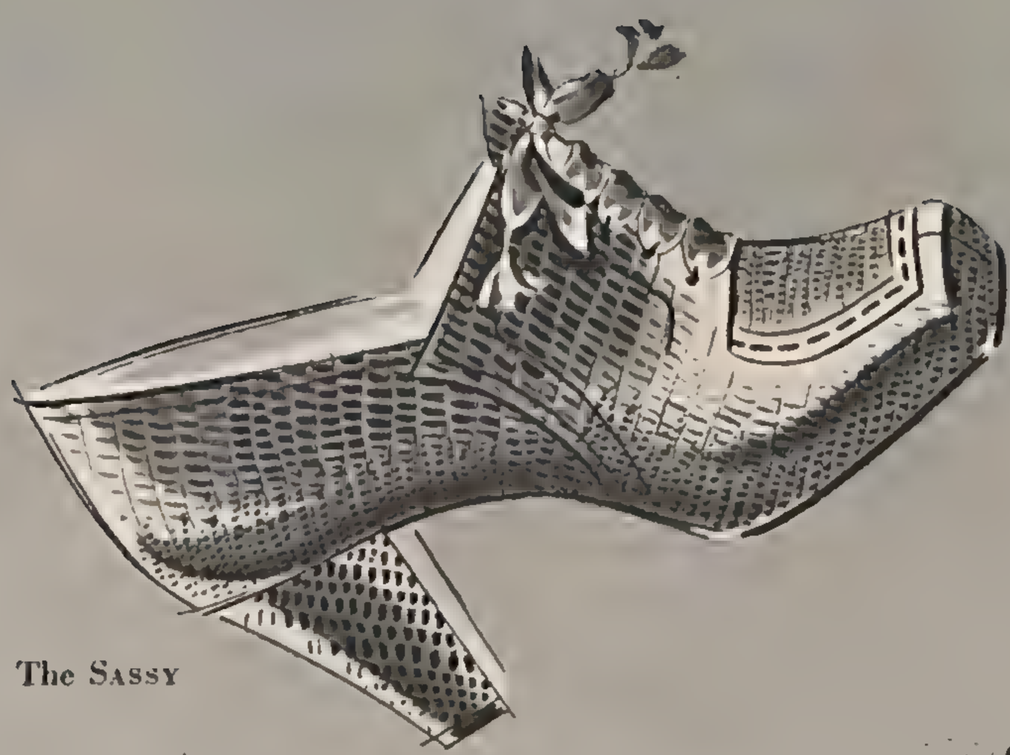
Florsheim Shoes

of Genuine Lizard

The Accent Tie

Their long endurance makes them the most walked-about shoes in America ...but your public will see only their enviable beauty...helping your every daytime costume to be something very special.

Most Styles $10.95 *to* $12.95 *Some Reptiles Higher*



The Sassy

The Bonnie

STAY ON THE JOB AND BUY BONDS!

THE FLORSHEIM SHOE COMPANY · CHICAGO · MAKERS OF FINE SHOES FOR MEN AND WOMEN

SUITED
TO THE SEASONS
A Joselli sparkling,
all-wool suit in gay, new shades . . .
wear it alone now
and let it smile out from under your
fur coat all winter long.
About $35.
At fine stores everywhere.
JOSELLI SUITS
512 Seventh Avenue, New York
TAILORED BY
joselli
100% ALL WOOL

MRS. J. MELVILLE BROUGHTON

First Lady of North Carolina

selects COTTON

for her daughter, Alice

"COTTON meets the requirements of so many different types of occasions that it has always been a favorite in my household," says Mrs. Broughton.

Here, in the ballroom of the Governor's Mansion at Raleigh, Mrs. Broughton is wearing a gown of blue cotton lace. Alice is wearing white organdy appliquéd in navy blue lace. Her gown was designed by Hattie Carnegie.

COTTON makes soap-and-water freshness yours at small cost and little effort... SIMPLE—Cotton is easy to wash. No complicated instructions needed. Cotton is even stronger wet than dry... SERVICEABLE—Cotton more than repays, with long wear, the simple care that keeps it fresh.

NATIONAL COTTON COUNCIL ★ COTTON TEXTILE INSTITUTE

Cotton Freshness IS A MUST IN FASHION

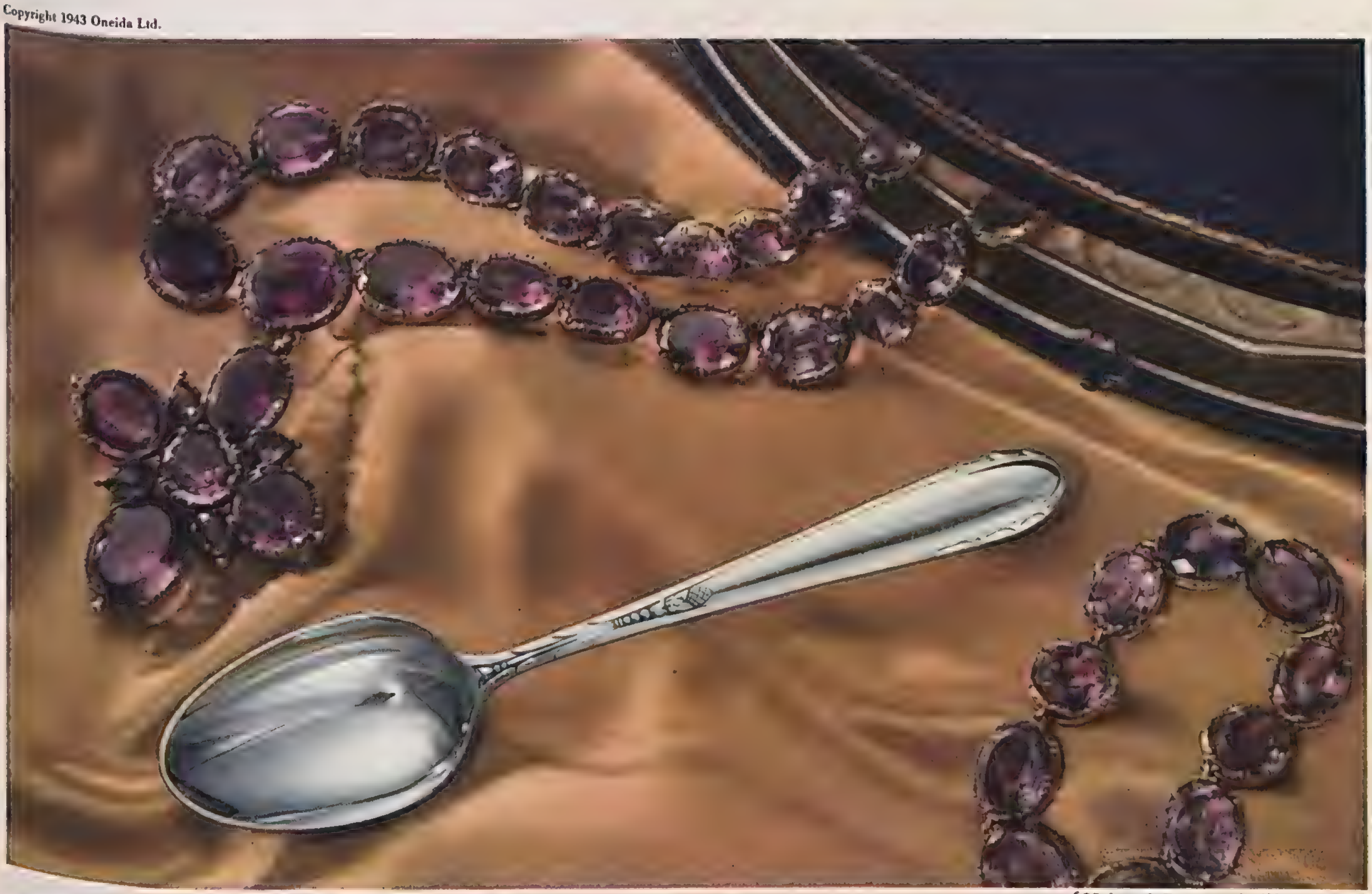
Let's plan now for Heirlooms of Tomorrow

It's American to look to the future. That's why War Bonds are *the* preferred gift for brides today. But, even in war-time, brides *do* look forward to their possession of Heirloom Sterling. And that's as it should be, too . . .

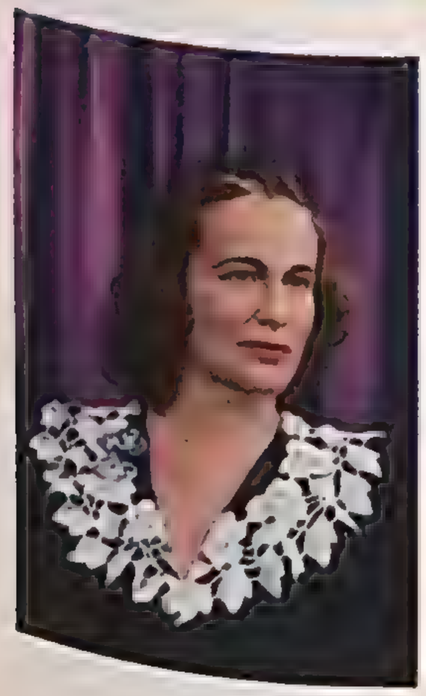
Today, most Heirloom Sterling craftsmen are devoting their skill to helping win the war . . . to the making of delicate instruments and other vital equipment for our fighting forces. So, if your jeweler is unable to provide *all* the pieces of Heirloom Sterling you'd like to have—be content with a minimum number of place settings till the war is done and dinners for eight can be part of your life again.

Like the War Bonds you choose now, the value of your Heirloom Sterling enhances with the years. Heirloom craftsmen have been creating beauty for many, many years. That wealth of experience is why the most critical hostess can take pride and pleasure in Heirloom Sterling . . . why the youngest bride-to-be can choose Heirloom Sterling with absolute assurance.

°Trade-Marks
Copyright 1943 Oneida Ltd.



{Heiress° Pattern is illustrated.}



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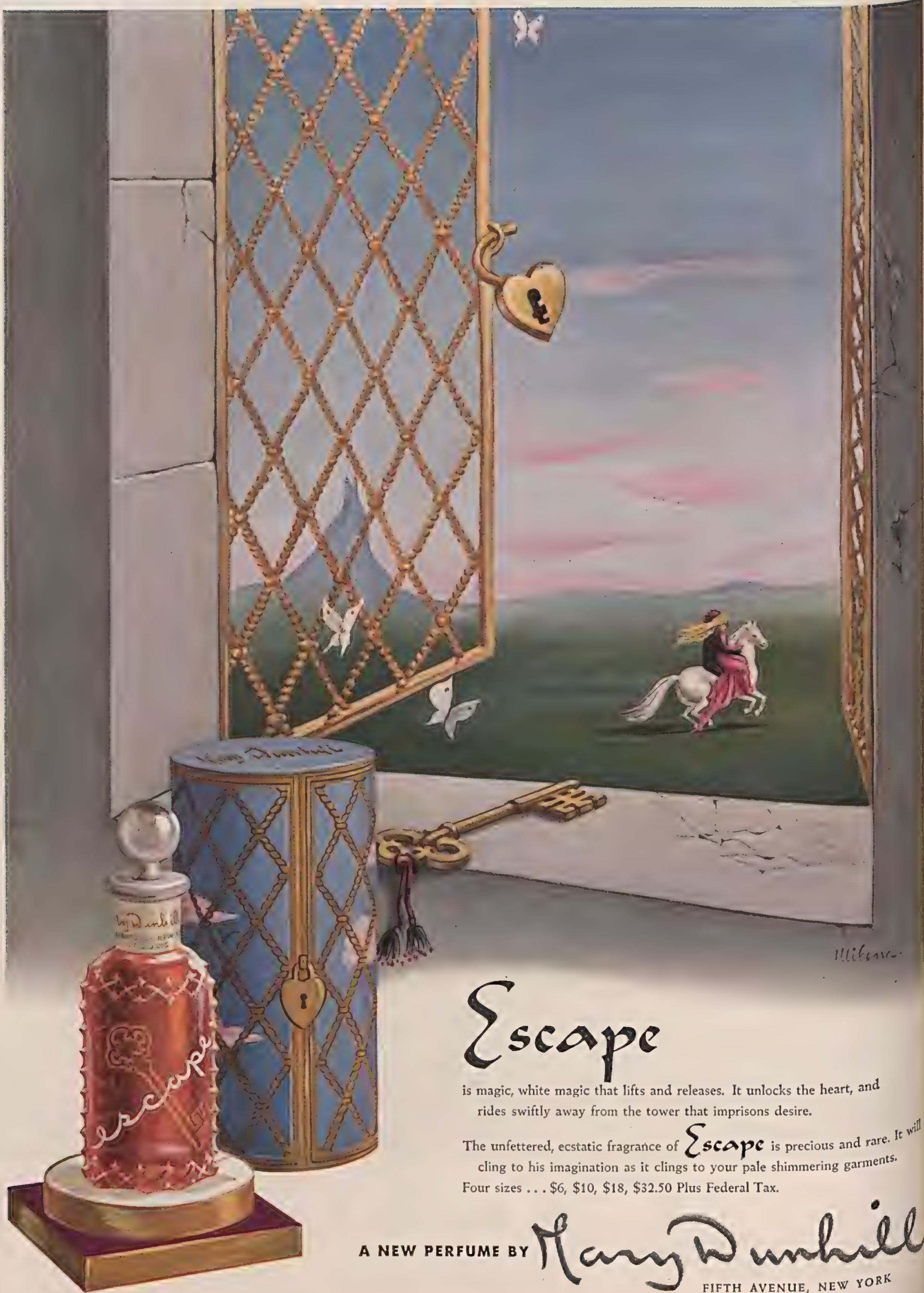

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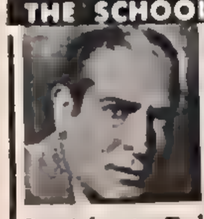

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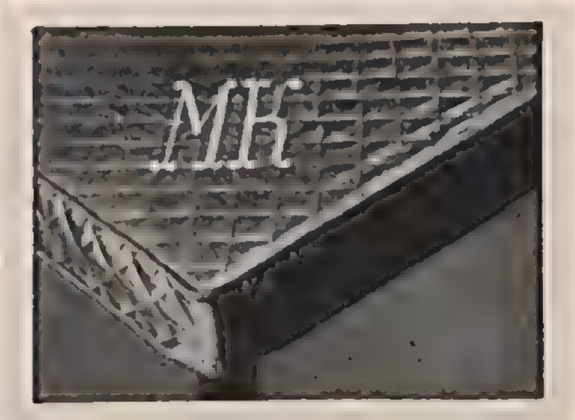

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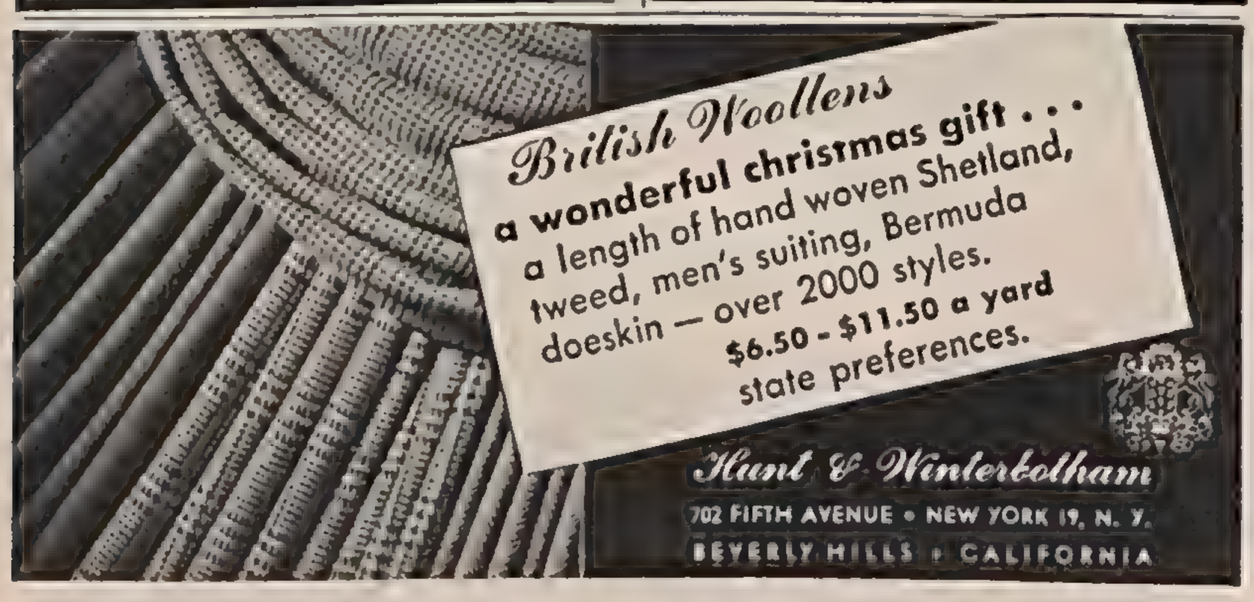

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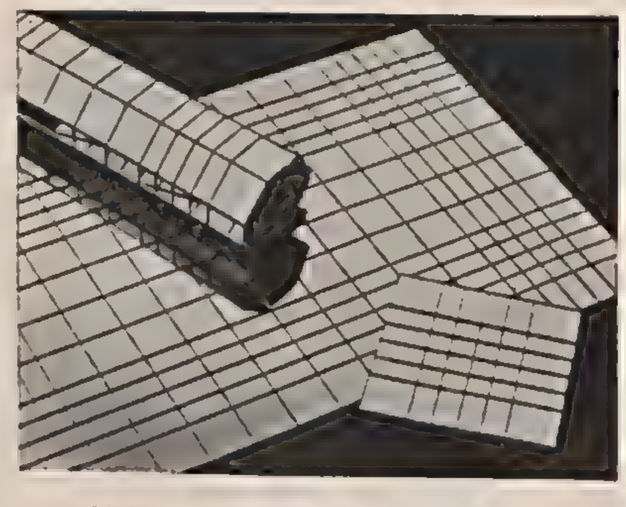

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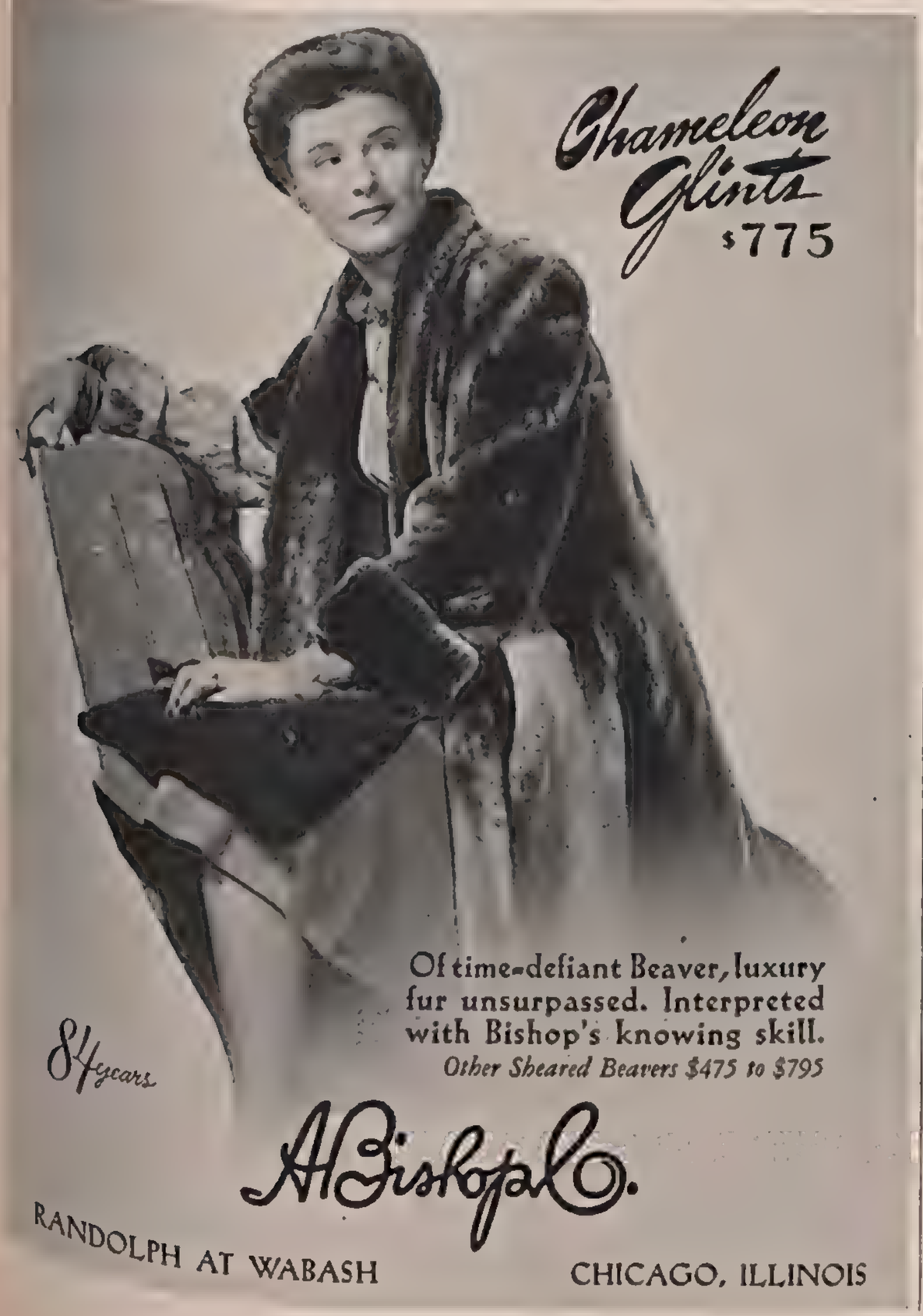

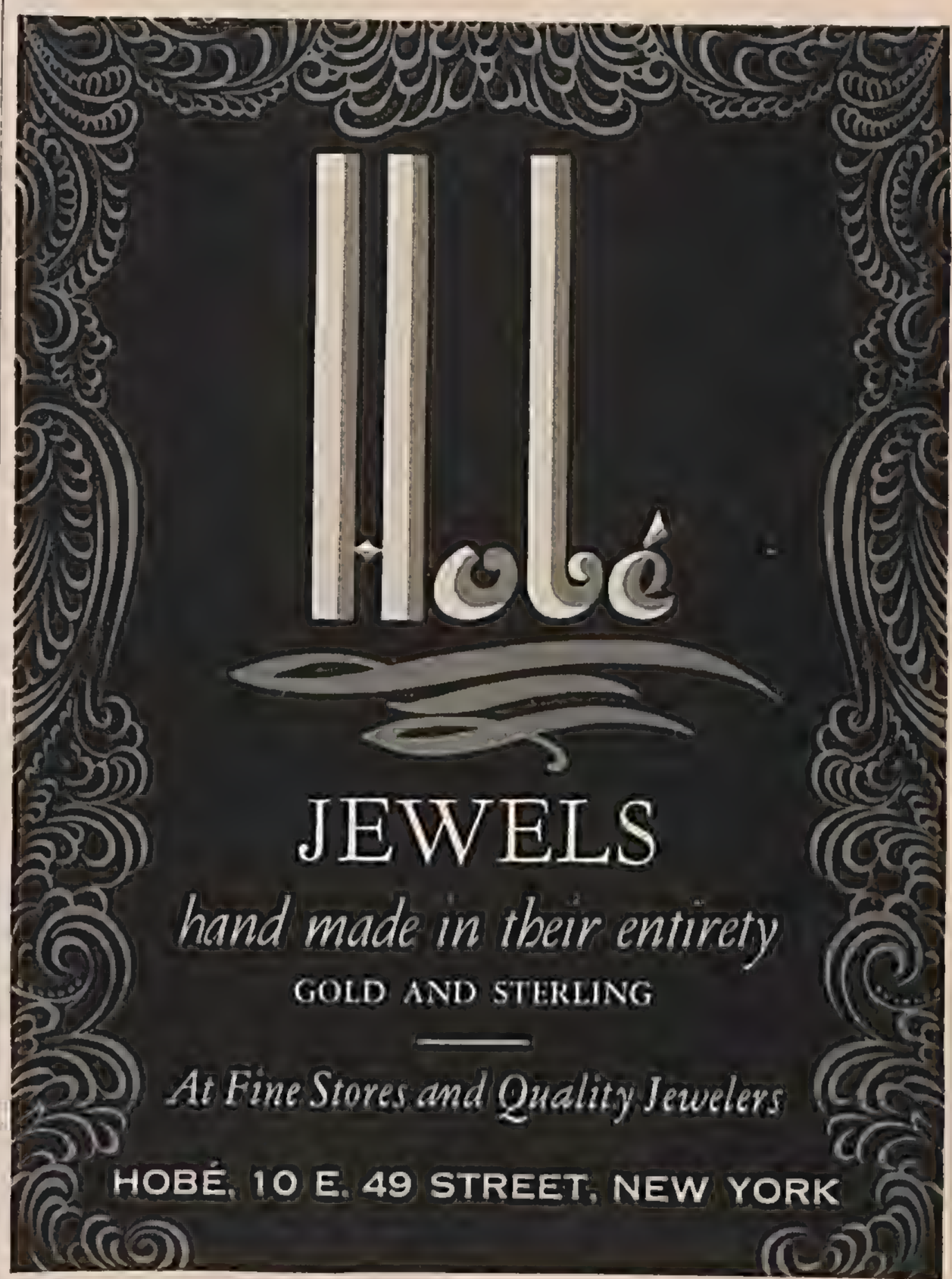

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NOVEMBER 1, 1943

VOGUE

INCORPORATING VANITY FAIR

Published twice a month by

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ON THE COVER. Photographed at the Museum of Modern Art, through the clear glass of the new, unique Antipodes Globe, is the New World beauty of Susann Shaw. (Vogue's delegate to Columbia's forthcoming motion-picture, "Cover Girl.")

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THERE ARE TWO VOGUES: AMERICAN and BRITISH
(French Vogue is temporarily suspended)

EDNA WOOLMAN CHASE
Editor-in-Chief of the two Vogues

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Cables: Vonork, New York

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SUBSCRIPTIONS: For the United States, Possessions, and members of the Pan American Postal Union, $6 a year, $8 for two years, in advance. For Canada, $1 additional per year for Tariff. For all other countries, $2.50 additional per year to cover postage. Single copies, 35c; in Canada, 40 cents.

CHANGE OF ADDRESS: Write to Greenwich, Connecticut. Four weeks' notice is required for a change of address or for a new subscription. In ordering a change, give both the new address and the old address exactly as it appeared on the wrapper of the last copy received.

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"Two Girls in a Mirror," by Morris Hirshfield, seventy-year-old contemporary primitive painter and retired cloak-and-suit manufacturer. Here is beauty-in-the-eye-of-the-beholder, two girls beheld as curving dressmaker dummies with Old Testament manes, wielding modern beauty weapons. Mr. Hirshfield is a phenomenon of modern painting; in his middle sixties he began to put down in porcelain-brilliant colours his private conception of beauty, influenced by the study of Hebraic symbols and the drafting of paper patterns. Hirshfield, a discovery of Sidney Janis', recently had a show at the Museum of Modern Art

VOGUE'S-EYE VIEW OF BEAUTY IN THE EYE OF THE BEHOLDER

You may look like the queen of heaven to your love, like a tired child to your mother, like a harassed shopper to the bus conductor, like a case of incipient anæmia to your physician...how do you look to YOU? Don't trust this beauty-in-the-eye-of-the-beholder-talk too far. Not when your own mirror denies it. (Love, for instance, is not blind...but very sharp-eyed.) Lots of people look in their mirror and cheat a little. They throw their heads back, lower their eyelids, pull in their tummies, and pass on to other fields, happy in their grand delusions and new lipstick. We're not advocating the grimace-and-scare-yourself into a starvation diet self-perusal...but we do endorse a candid eye-to-eye look at yourself with more than one mirror and better than a forty-watt light. In this issue, you'll find Beauty on a Working Basis; for in 1943 beauty is something you can accomplish—not merely something you may inherit. This is the day for self-made beauty. Whatever effort and time you put into it—you get back—and with compound interest (in the eyes of the beholder). If you need convincing, turn to the Case Histories herein.

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MAP
RAWLINGS

OPPOSITE: *A portrait of a lady against the boundaries of the future—when we'll measure distance via an azimuthal map,* through the clouds, from Here to Wherever. On the following pages we'll show you one new measure of current beauty—via fashion, through the new clothes, from head to foot...A pretty face is still a good start for beauty—and this is the start of our beauty issue...But this year, you wear your pretty head on pretty (and competent) shoulders; give it meaning with a pretty (and compact) figure; get it places on pretty (and lithe) legs. We think this issue of Vogue shows you how...*

** Air map, and globe on cover, photographed at the Museum of Modern Art.*

BEAUTY HAS A WORKING PLAN

Beauty in 1943 is as down to earth as a well-run machine. An alchemy one part fashion, one part person, plus a new magic—the fitness of things: the way a head fits a hat; a hand fits a glove; a fashion fits a time, a place, a figure (or a figure fits a fashion) ; the way a beauty schedule fits a working schedule. Smooth, sure fit is beauty at work in 1943.

This working-togetherness is no cosmic mist, but an earthy brew of self-appraisal and good planning, plus a dash of natural beauty, such as pretty legs, a good back, a neat, shining head, slimly compact hips. On the next four pages, see how fashion points to them as The Four salient features of this year's smooth, cylinder-silhouette. Read how you can make the most of them for the candid-camera cut of your clothes.

The old adage that clothes make the woman is all right if you're smart enough to take a hand in the matter yourself, to count your attributes and play them up. Study the fashions on the following pages in relation to you. See how a skin-sleek turban can set off a nicely-planed face, good eyes. Look at the black sheath-within-a-sheath of a dinner-suit and heed the nice way it has of telling how *you* are pared down to its fit.

Beauty, never completely in the lap of the gods, is now more than ever in your own hands. Adopt the suggestions herein on how heads can be neater, legs prettier, backs smoother, hip circumference less. Too busy? Oh, come! Read how three of the busiest women we know brush up on their beauty. Take stock of yourself cosmetically. Take exercise if you need it. Take time. Fit fashion to you. And find the Four Beauty Spots right in your own mirror!

FASHION POINTS TO HEADS

...to *neat* heads. The flopsy-mopsy has no place in the strict proportions of today's designing. So how do you get a neat head? First you make up your mind that you want one (study page 82). *Then* you make up your hair-dresser's mind. You shun frizz, dripping curls, and wayward ends. You hew firmly to the capped line. And then you might choose this Lilly Daché helmet-hat of felt or fur; rayon crêpe dinner-suit. Suit, Best. Both, I. Magnin & Co.

FASHION POINTS TO LEGS

...to *slim* legs. Narrow, short skirts prove a severe frame for only-so-so gams. Now, legs stand on their own merits. Could yours? Perhaps they need more feet-up rest; a nightly massage with a circulation cream; exercise (see page 65). And, for walking hours, shoes with medium heels, in a no-cheating-now size. Delman's black suèdes; Charles Armour fuchsia wool suit: Bergdorf Goodman; Frost Bros.

RAWLINGS

FASHION POINTS TO BACKS

...to *beautiful* backs. For designers are carving away great areas of décolletage in this winter's dinner-sheaths. Is your back up to this sudden revelation? Check your posture carefully, and *first.* Then check your back's complexion. Scrub it, hard, daily with a brush; use an acne lotion. Regular massage helps with hollows—or too much fat-blandness. Capri dress: Altman; Jordan Marsh; Marshall Field

FASHION POINTS TO HIPS

...to *narrow* hips. Say farewell to the amplitude sponsored by years of dolloping dirndls. If you don't, this year's dinner-suit is not for the likes of you. Remember that food *does* have a bearing on girth—so watch, hawk-like, your diet. And do your hip exercises faithfully. (Some suggestions on page 66.) The slick rayon satin suit, by Adele Simpson: at Lord & Taylor; Carson Pirie Scott; J. P. Allen

RAWLINGS

Mrs. Frederic H. Lassiter and Son

Mrs. James B. Russell and Daughter

TWO YOUNGEST GENERATIONS

On these four pages are four very young wives...twenty, twenty-one, twenty-two... with their very young babies. Their husbands are all in uniform in the Army, the Navy. One across the Pacific, one across the Atlantic, one about to leave. Now—when time is telescoped and space is gathered in—the Young swiftly come of age.

ABOVE: Mrs. James B. Russell with Victoria, her golden-haired, black-eyed daughter. Mrs. Russell is the former Joan Anderson, daughter of Mr. and Mrs. Arthur Anderson. Corporal Russell is stationed with the 101st Cavalry, Fort George Mead, Maryland.

OPPOSITE: Mrs. Frederic H. Lassiter with Eric, her fifteen-month-old son... blond with star-sapphire eyes. She is the former Elizabeth Knapp, daughter of Mrs. Walter Herrick and Mr. Harry K. Knapp. Lieutenant Lassiter, U.S.N.R., is stationed in London.

MORE ON THE FOLLOWING TWO PAGES

Mrs. George Denny, junior and Daughter

Mrs. Hugo Rutherfurd and Son

ABOVE: Mrs. Hugo Rutherfurd and her month-old infant son with a handsome profile, Hugo, junior. Mrs. Rutherfurd is the former Francesca Villa, daughter of Count and Countess Alfonso P. Villa. Her husband, Lieutenant (j.g.) Rutherfurd, is at present in Service in the United States

OPPOSITE: Mrs. George Denny, junior, and her dark-eyed, dimple-elbowed four-months-old daughter, Phyllis. Mrs. Denny is the former Elizabeth Beatrice Whitney, daughter of Mr. and Mrs. George Whitney. Lieutenant George Denny is a navigator in the Air Force and is stationed somewhere in the Pacific theatre

"ONE TOUCH OF VENUS"

with Mary "Venus" Martin

Here is the report of a susceptible Venus who joined mortals for a while. This enables her to wear, in this enchanting musical comedy, eight transforming costumes, all necessary to tell this witty *collage* of Roman mythology, the Pygmalion fable, and life in Ozone Heights. The high points of this Kurt Weill, S. J. Perelman, and Ogden Nash collaboration are the Agnes de Mille ballets, and the emergence of Mary Martin as the first musical-comedy girl in a long time to carry on the line that once included Ina Claire and Marilyn Miller. Pretty as a bud, Miss Martin starts out as Venus herself in Venus-pink, switches quickly into a winning clothes-horse. To do this she wears costumes by Mainbocher. It is all worldly, delicate, extravagantly good, as pretty as its hit song, "That's Him."

Mary Martin as the Venus statue

Venus passes a miracle

Tries a shocking dress

Sings her love, "That's Him"

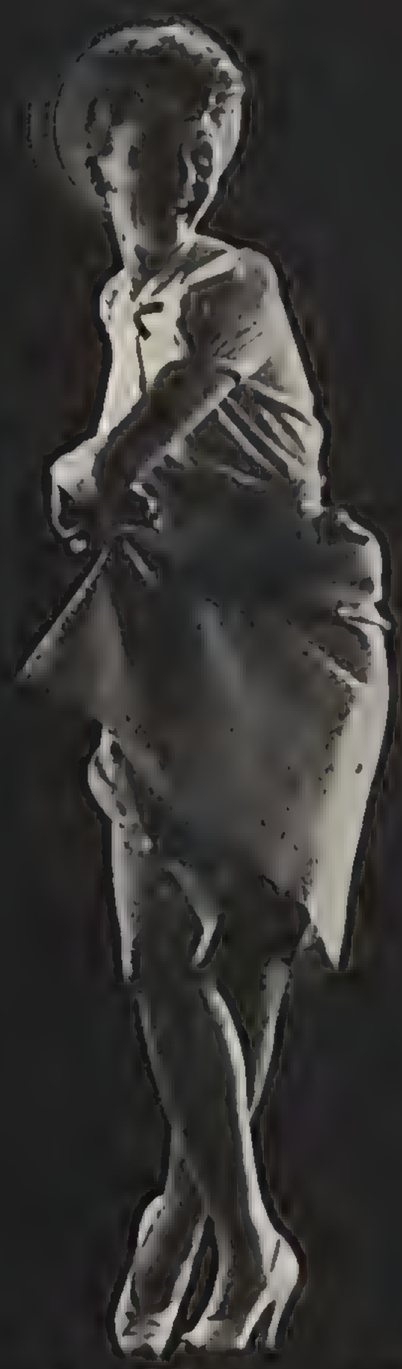
Venus comes to life

Dances "Forty Minutes for Lunch"

Sings "Oh, Foolish Heart"

Dances the ballet "Wooden Wedding"

Venus turns Goddess again



and ... Sends a substitute

Problem: HAND AND COMPLEXION

E. VICTOR—SPERRY

MISS ELIZABETH CARROLL—PLANT WORKER

Miss Elizabeth Carroll has a double-barrelled reason for working in Sperry Gyroscope's big, beautiful Nassau plant: her father is Lieutenant-Commander Wells W. Carroll on active service with the Navy. And her fiancé is Lieutenant Robert Parker, an Army flier. Miss Carroll works an eight-hour shift in the burring division, which is brutal to her hands, hard on her complexion. But the busy Miss Carroll is notably pretty and well-groomed—her solutions to the beauty problems of her job, explain why.

HER HANDS—The major beauty problem of most plant workers is the care of the hands. Before every shift, and again after every break, Miss Carroll smooths on a protective hand cream, made especially for factory work—which coats her hands against grease, acids, and stains. When she washes her hands she uses a hand lotion; at night, a lanolin hand cream. She manages her own manicures.

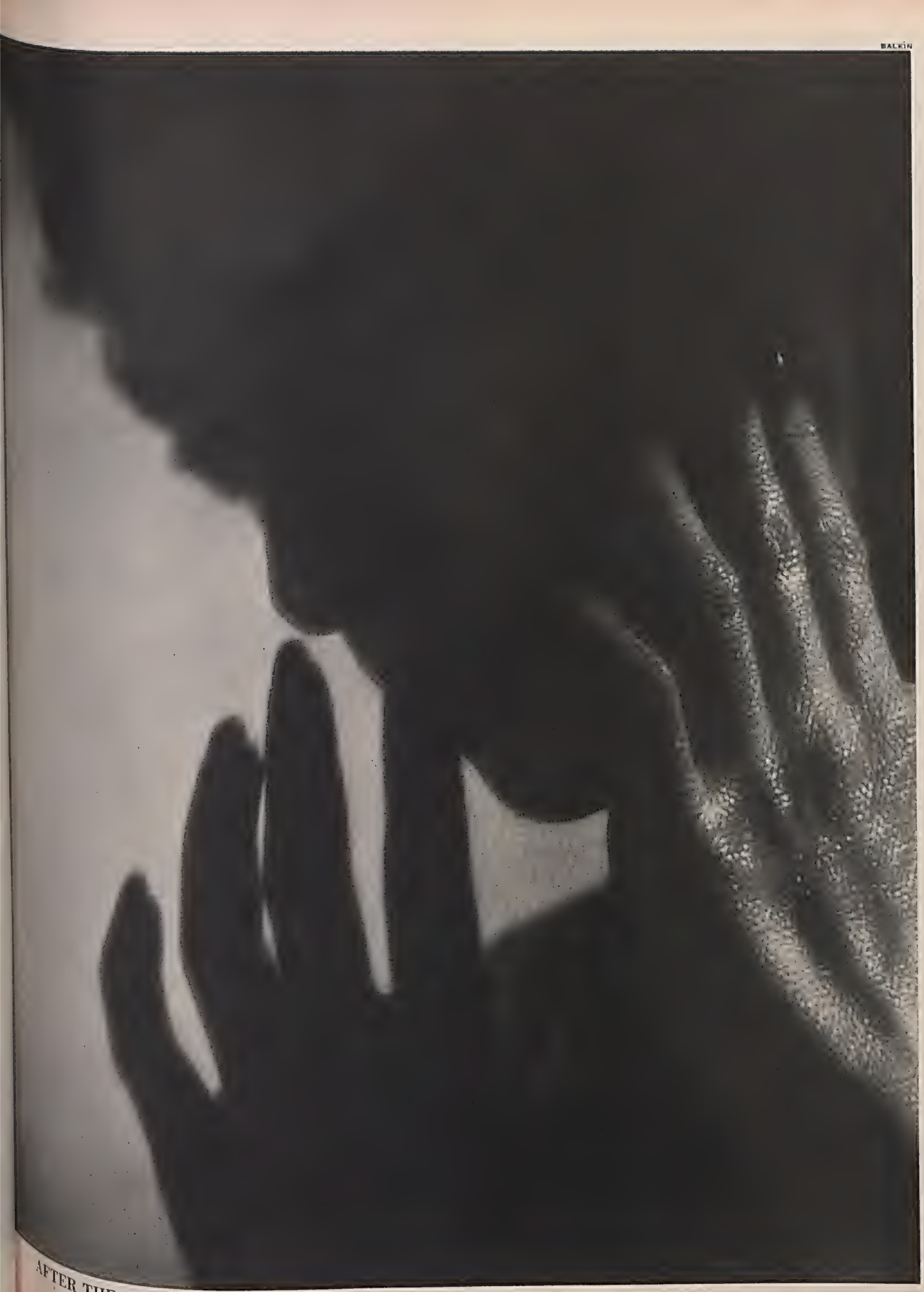
HER COMPLEXION—The atmosphere of some war plants is charged with small bits of flying debris; and machine grease, spattered on the face, often starts rashes. To guard against all causes of "factory dermatitis," Miss Carroll uses a heavy foundation under her make-up. At night, she washes her face, uses a rich night cream.

HER HAIR—Beauty shops are not usually open, when the plant worker is free. So Miss Carroll keeps her hair cropped smartly short for easy management. She washes it weekly, with a liquid shampoo; and sets it with a quick-drying setting lotion and bobby-pins.

HER MAKE-UP—The plant worker's equivalent of a dressing-table is a huge shoulder-strap handbag, which she can carry with all her essential make-up to the plant. Or a make-up kit, to keep in her locker. She often makes up for the evening, after the shift is over—and changes her face, as well as her clothes, right at the plant.

HER HEALTH—Factory work is usually hard physical labour. Miss Carroll finds she gets enough exercise, right on the job! In spite of many interests, she always sets aside at least eight hours for sleep, in every twenty-four. And she's a systematic vitamin-taker!

BALKIN



AFTER THE FACTORY SHIFT: CREAMS

BALKIN

AFTER THE HOSPITAL DAY: REST

Problem: LEGS AND FEET

MRS. W. BRICE PINDER—NURSE'S AIDE

Mrs. W. Brice Pinder, the former Theodora Boettger, is a Nurse's Aide at Memorial Hospital. Mrs. Pinder's duties are varied: she carries trays, acts as assistant in the examining room, keeps patients' charts, bathes and feeds patients, sterilizes instruments, makes beds. She is walking or standing all the long hospital day. Which presents a beauty problem. Which she solves.

HER EXERCISE—Since a Nurse's Aide stands or walks all day during her work, most of her exercise, in leisure moments, is concerned with her feet and legs. Foot exercises ease, as well as strengthen, the arches and leg muscles. And faithful practice keeps legs and feet looking their taut best. These are recommended: rolling a Coca-Cola bottle firmly under the arches; stretching the toes to the floor over the edge of a telephone book; pivoting the feet in circles from the ankles.

HER PREPARATIONS—After each foot-exercise session, it's a good idea to massage the legs and feet with a stimulating foot cream, and follow this with a cool mentholated lotion.

HER HANDS—Hospital work requires constant hand-washing, and, often, the use of antiseptics on the hands. Most nurses use a hand lotion as often as they can, during the day. At night—a rich hand cream, and a cuticle oil to guard the nails.

HER MAKE-UP—A nurse's aide likes to look cheerful for the patients, and knows that make-up helps. Usually she takes time for a lasting make-up before she starts out in the morning. And carries a compact and lipstick in her apron, for repairs.

HER REST—(Opposite) The duties of a nurse add up to hard labour. They require her to use muscles she didn't know she had, in pre-war days. And they require her to rest, in a special way. Lying flat, with the legs up, for twenty minutes after a hospital day, is a good prescription for leg-weariness.

•Wool and rayon bouclé negligé: Saks Fifth Avenue.

BEAUTY ON A WORKING SCHEDULE—CONTINUED

Problem: FIGURE

MISS HELEN B. POST—BUSINESS WOMAN

Miss Helen B. Post is a business woman—
and one of the busiest women we know.
Besides her job, as executive-secretary
to a partner in one of Wall Street's oldest banking houses,
Miss Post researches, writes, and delivers a radio program,
"Save, Salvage, and Survive," scheduled every Saturday.
Sundays, she dish-washes at the Stage Door Canteen.
In spite of her many interests—lack of exercise
is Miss Post's main problem. And this is what she does about it.

HER FIGURE—After she had been bound to a desk for several years, Miss Post found that her sedentary life had blotted over her normally good figure—and she weighed 219 pounds! She went to a good salon, and was given a course in dieting, massage, skin care, and exercise. It is her blueprint now, in maintaining her currently handsome figure.

HER EXERCISE—Miss Post's exercises are aimed towards the business woman's most vulnerable targets: waist and hips. She likes to: do the bicycle exercise on an inclined board. Clasp her ankles close to her hips, in a sitting position, and roll from side to side. Sit on the floor, legs spread apart, and touch each foot with the opposite hand. Lie on her back, knees over the chest, and let the knees drop down to the floor, alternating sides.

HER COMPLEXION—The nervous tension of an office job, and its constant indoors-ness, can take toll of the complexion. Miss Post cleanses her face carefully each night. Follows with an astringent, slapped on with a cotton patter. Massages in a rich night cream, and leaves a film of it on.

HER MAKE-UP—Miss Post, like most business women, finds that the way to look well-made-up in the office is to make-up well at home, in the morning. She uses a foundation, powders thoroughly over it. She applies her lipstick with a brush, blots it with tissue, for staying-power. She keeps a complete make-up kit in her desk for office to dinner evenings.

HER REST—Between the office and a gala evening, Miss Post needs a restorative: she slathers her face with cream, covers her tired eyes with lotion-soaked pads, and rests, head down, feet up, on her inclined exercise-board.

• Miss Post's black wool dress, pink rayon négligé: from Bloomingdale's.

BALKIN

GJON MILI

FIT FOR ACTION

Fine and fit for intramural exercise, or for evenings at home, this draughty winter—dinner-pyjamas. Dissenters from the négligé Old School of Something Loose and Lacy. Prize pupils in the New School of Something Narrowly Tailored, Fanciful, Feminine, Warm. Appearing as her own twin, the unique young woman above supplements fuel with choreography, wears strict black jersey slacks, blue-striped; alternates black and turquoise-blue jersey blouses.

Vestis

SCENT... AND DELIVERED

• PERFUME, as a gift, can tell you who you are. Tell you about yourself in unexpected, unlooked-for ways. You may *think* that you're just a good cook and a good old girl. And suddenly, a gift of perfume identifies you as a fragile flower or an Egyptian queen.

• PERFUME is the one phase of feminine fashion on which men are authorities. They know what they like, and when they buy it, they buy with all the assurance and competence that you show when you buy shoes. To men, there's nothing nebulous about perfume. They have sound reasons for their choices. And if you want to know what's good for you, you'll listen to men about perfume.

• PERFUME, as a gift, is like a telegram. It's sent to deliver a message. No wonder, then, that perfumes with forget-me-not titles— names that are Valentine messages—are wistfully bought by droves of Service Men for gifts to their very-best girls at home.

• PERFUME has a wonderful psychic effect upon a woman, more forceful than a compliment in forming her attitude. If she wears a scent— say, lily-of-the-valley, she's not only that flower...by proxy, but also, she can feel that she's as cool and fresh, as delicate and deep as the shadows where the real flower grows.

• PERFUME is like short-wave radio. It feels its way half-way 'round the world. One flyer, currently stationed in China, specifically requested that part of the precious-little space in his Christmas-box be reserved for a bar of the faintly fragrant soap that his wife always uses. It will give another dimension to her photograph; help take him home to her.

• PERFUME is one of the biggest—and best—publicity agents going. It advertises you by lingering awhile in the places that you've just left; introduces you as whatever-it-is that your perfume represents; helps to remind people of you, whenever your own special fragrance reappears.

• PERFUME can make your personality elastic, can give it a two-way stretch. If you're a Type, you can take a holiday from it by wearing a perfume that you *think* is just the reverse of you.

Against the prancing chic of the Vertès curtain painted for the New York Dress Institute Fashion Show— new pony-marked dinner-dress. Rayon crêpe; about $50. Unrationed pony sandals; about $15. Both, Saks Fifth Avenue; Neiman Marcus; L. S. Ayres

WHO'S BEAUTIFUL NOW?

Box-office in features, proving that thinking makes it so

CULVER

MOUTHS: In 1920, movie star, Mae Murray's mouth, bee-stung and kiss-ready; today, Joan Crawford's, widened, primitive, bold, painted

CULVER

HAIR: In 1907, vaudeville star, Valeska Suratt's pompadour, monumental, puffed, ratted, whorled; today, Veronica Lake's hanging, shining, simple

SOCRATES said of beauty, "It is a short-lived tyranny." Every feature has its day. To the Flemish portrait painters of the seventeenth century, a fat tummy was a mark of beauty, as well as a "sign of achievement." Shoulders sloping like a sauterne bottle were essential to the Second Empire belle. And a flat chest was the flapper's forte. There is absolutely no absolute of beauty—it is only eye-deep, and the eyesight of the world is subject to cataclysmic change. (On these pages are eight examples of such changes.) Ah, happy, happy, happy, the woman whose features fit her day.

MUSEUM OF THE CITY OF NEW YORK

LEGS: In 1882, burlesque queen, Annie Sutherland's legs, somatoscopic, massive; today, Betty Grable's legs, fine-spun, and gracile

MUSEUM OF THE CITY OF NEW YORK VANDAMM

WAISTS: In 1886, actress, Lily Langtry's squeezed, hour-glass waist; today, Katharine Hepburn, her waist an indented plumb-line

MUSEUM OF THE CITY OF NEW YORK CULVER

BOSOMS: In 1900, musical-comedy star, Lillian Russell's bosom, outer-pigeoned, pneumatic; today, Dorothy Lamour, pneumatic

MUSEUM OF THE CITY OF NEW YORK CULVER

NOSE: In 1880, actress, Mary Anderson's nose, absolute, bony, sculptural; today, Myrna Loy's nose, tilt-top, lilting

CULVER

POSTERIOR: In 1903, musical star, Anna Held's posterior, abrupt; today, Rita Hayworth's, a modified tippity chip

CULVER

EYES: In 1920, movie star, Pola Negri's eyes, down-beat, kohl-rimmed, underslung; today, Joan Fontaine's eyes, clear, childlike, open, the kind Noel Coward calls "downright, upright, forthright"

THE BABY CAP...

RAWLINGS

This is the year of tiny hats, neat and close as your suit silhouette, voluntarily in the spirit of L-85 to save fabric. Here are four examples.

• THE BABY CAP (left). Purloined by adults. Of black wool, outlined and half-way lined with white lamb's wool. Frame for a young and pretty face. Tied under chin, you have ear-muffs for a blustering walk; tied at nape of neck or high on top, a little cap at home with town suits, coats. By Lilly Daché; Bonwit Teller, Phila.; I. Magnin & Co.

• THREE FAVOURITES. (The first, opposite right.) Already topping some of the best-dressed heads, this soft little uptilted disk of felt, lightly veiled. An all-day, everyday, hat that can start out with a suit, end up with a little-dinner dress. Pretty way to show sleek or pompadoured hair. Light as a pat on your head.

• Below, left: Jewelled flat-top hugs your head in black velvet. Success with A.M. wools, P.M. velvet.

• Below, centre: A flat-top that toys with the ear-muff idea. Success story with chignons, buns.

• Real jewels, hats: Bergdorf Goodman Originals

...THE FLAT HAT

BALKIN

HOVET

MANOLO VARGAS, SUPPLE, HARD; DANCER WITH ARGENTENITA

BALLET GIRLS BY DEGAS: ERICH REMARQUE COLLECTION AT KNOEDLER GALLERY

People are

LOFMAN

GEORGE SANDERS OF THE MOVIE, "PARIS AFTER DARK"

MILI

BETTY SMITH WHO WROTE "A TREE GROWS IN BROOKLYN"

MATTER

ALEXANDER CALDER "MOBILE" AT THE MUSEUM OF MODERN ART

BALAIN

HELEN HAYES IN "HARRIET," A RÔLE NOW AS INDELIBLY HERS AS VICTORIA WAS

PAUL ROBESON, A TORTURED OTHELLO

HORST

HELEN TRAUBEL, THE GREAT WAGNER SOPRANO

CAPTAIN CLARK GABLE OF THE EIGHTH AIR FORCE

Talking about...

PEOPLE Are Talking About.... Italy, where in Naples and the little towns towards Rome the Germans are scorching the other fellow's earth.... General George Marshall who once was known at West Point as Puck.... Noel Coward's socko song, "Don't Let's Be Beastly to the Germans, Let's Soften Their Defeat Again, But Don't Let's Be Beastly to the Hun."... The telephone calls that say simply, "Saw John at Salerno."... The caricatures of Hitler, Mussolini, Franco, by the great Polish satirist, Z. Czermanski, all dagger-deep thrusts.... The song, "They're Either Too Young or Too Old."... Corporal Marc Blitzstein's symphonic poem, "Freedom Morning," which was first played recently in London; when the composer gave it to the Army photostat men, the Sergeant looked at the score, asked, "Code?"... The "Othello" of Paul Robeson, a big-bodied, sweeping characterization in a magnificent Shakespearean production....

The football scores which read "Great Lakes Naval Training vs. Purdue."... Those two political sore points, O.W.I. and the State Department.... Katherine Dunham, whose Negro troupe is giving some exciting, hoked-up native dances that have a thin veil of anthropological accuracy, ignored completely by the ads which just say, "Tropical Sex."... The new play, "New Life," by Elmer Rice who is a burst balloon but people didn't notice the pop.... The American Flyers' slogan as they take over Japanese air fields in the Solomons, the Aleutians, and New Guinea, "They build 'em, we use 'em."... The rise of the hill-billy songs.... Betty Smith, who wrote the windy, winding story of a family twenty-five years ago, touched it with feeling, and called it *A Tree Grows in Brooklyn*.... The sign in Central Park: "This area for passive use."... The wit, the unpedantic brilliance, of Gerald W. Johnson's *American Heroes and Hero-Worship*, which includes this: "Ironic little devils murmur in our ears that it was a fine thing to save our skins by throwing Europe to the dogs of war in 1919, seeing what it has got us—a shrewd thing to blast the diabolical ambition of Wilson in order to make room for the meek benevolence of Hitler. They hail the common sense of hardheaded, realistic Americans who flung aside Woodrow so that they might stand face to face with Adolf!"

Z. CZERMANSKI'S CARTOON, "THE BOYS IN RUSSIA"

KATHERINE DUNHAM, THE NEGRO DANCER

EVENING STAR

JOFFÉ

Milada Mladova, twenty-year-old native of Oklahoma, is a seasoned veteran of the Ballet Russe. This season her superb waltzing and fragile beauty are sparkling in "The Merry Widow." Here she is photographed wearing a rhinestone-star-studded short dinner-dress of rayon crêpe with a softly, slightly pleated skirt; for two-on-the-aisle, after-ballet-supper nights.

Opposite: For her busman's holiday (waltzing to you), Miss Mladova wears, with skirt-and-shirt ease, a black-and-pink rayon taffeta skirt, Celanese rayon jersey cap-sleeved bodice. • Both dresses: Carolyn Modes designs in Junior sizes 9 to 15. Short dinner-dress; about $30. Long dinner-dress; about $23. Arnold Constable; H. P. Wasson & Co.; Mandel Brothers

Milada Mladova

Wilbur de Paris, the noted Negro player on the valve trombone. With his brother, who plays the trumpet, he has a band at Jimmy Ryan's

Jimmy Butts of Don Redman's band at the Zanzibar, playing bass fiddle

Sidney Catlett, one of the two or three greatest jazz percussionists

Vogue Goes to a LIFE Jam Session

GJON MILI

There was New Orleans style, and Chicago style, and barrel-house. Catlett was on drums, Condon on guitar, and the Duke on piano. From ten P.M. to six in the morning, a continuous stream of top-flight jazz men in a dozen varying combinations played in the heat and confusion of Gjon Mili's enormous, triple-storied studio at a jam session, organized by *Life*. On the sidelines at little tables, with red-and-white checked cloths were jazz erudites, soldiers, writers, artists, actresses, whites, Negroes, *Life* staff, Vogue staff, and some fifty players waiting their turns.

There were Billie Holiday, and Mary Lou Williams, and Cozy Cole, and Jess Stacy, and no one talked jive jargon. There was Eddie Condon, the little guitarist, who is the driving influence behind Chicago-style jazz. Through the smoke, the racket, rushed two photographers, vainly trying to get all the high spots of an incredible party. Mili, photographing for *Life*, swung on ladders, jammed his nose against his camera, put on only for tricky shots his good-luck battered top-hat. Balkin, photographing for Vogue, stooped to the floor, jumped on tables, crouched over the piano. It was a scene of massed confusion, brilliant white lights, far-off black shadows, all heightened by powerful jazz.

Mrs. Iva Patcévitch (centre); Vogue model; Mrs. Edna Woolman Chase

Spectators: George Balanchine, noted choreographer, with his wife, Zorina, and the distinguished Viennese actress, Dolly Haas

Pearl Primus, the great Negro woman dancer, jitters happily

Lee Wiley, beloved singer; rear, Eddie Condon, Chicago style guitarist

Condon and Mili

Mili, working

BALKIN

Duke Ellington at the piano, enjoying himself. The most important man in jazz music, with his band, unquestionably the world top; Ellington was the heart of this fabulous jam session

HE WILL BE DIFFERENT...

Changes you can expect to see in your soldier home from the war ...and how to cope with them

By Philip Wylie

[EDITOR'S NOTE: *Philip Wylie, who wrote "A Generation of Vipers," in which he beat practically all Americans around the ears, has produced in addition, in the past twenty months, no less than twenty-three short stories, several articles, and two serials. The son of a minister, he was born in Massachusetts, and his first literary work, a poem, was published in a Presbyterian periodical, when he was twelve years old.*

Today, at forty-one, Mr. Wylie is a man of placid exterior and explosive, fire-eating opinion. He writes opinion at the top of his voice; in a somnolent mood, he writes gentle, slightly whimsical fishing stories about the Florida Keys.]

IF you are the wife, mother, sister, sweetheart, playmate, or platonic companion of a soldier, you are probably riding for a preventable cropper. It is my well-founded suspicion that most gentlewomen whose males are in Service are sitting out the great deprivation in the belief that when Johnny comes marching home, he'll still be the same old lad.

He won't be.

Women of wisdom who intend to resume relations with their menfolk after the war should study the changes that are now taking place in Johnny, and the further changes that may reasonably be anticipated. Perhaps nobody but me is brash enough to make these unnerving hypotheses; the mood of the moment toward our fighting men is, understandably, one of sentiment. But I risk it in a good cause—the cause of home and fireside. Those *belles dames* who are not warned of the differences in Johnny are liable to find their returned soldiers inscrutable, hostile, and even, presently, fugitive. I would prevent that.

Now, I do not mean that Army discipline will have turned a polite paragon into a domestic martinet, and I do not exactly mean that your precious Princetonian son or your bank-president spouse will have been brutalized by the rough life, but I suspect that what he will think and feel on his return will have very little to do with what you, madam, are currently expressing in this war. His mind will be a stranger to you, and no pretty resource of kitchen or boudoir will restore its pre-war condition.

You may have seen signs of this when he spent furloughs with you. But he may have used his furloughs as a deliberate dream of a period he knows is forever gone. Indeed, he may have seemed the same, owing to the fact that, in him, the alterations will not show until after the war. But whether you observed the symptoms or not, Johnny isn't Johnny any more. If you understand, you will be in a fair way not to take up where you left off, but to make the new beginning with him.

Let's think—not sentimentalize—about Johnny.

The first large difference in him will be occasioned by the fact that he has spent some months or years in the *expectation of sudden death.* (If I seem to introduce that proposition lightly, it is only because I hope to hold my readers a while longer.) We contemporary Americans have had no experience with this phenomenon or with its effects upon men. Quite the contrary.

Life insurance companies incessantly press upon us tables that show we are going to exist indefinitely; our doctors are continually eliminating this or that hazard of existence; we, as a society, have come to regard death as a dreary mishap of old age, postponable, at worst. Moreover, the last war, which is the subconscious clue to these matters for most of us, actually furnishes misleading criteria.

MIDDLE-AGED and old people tend to regard World War II. as congruous to the 1917-18 affray. Younger people, lacking any experience of war, take their mental cues from those who are older. Thus the Home Front is put at a great disadvantage; the soldier knows the dissimilarity of the two wars, but his folks do not. Much misunderstanding—much of the slack morale here—can be attributed to this nit-witted identification of 1943 with 1918.

In '18, the boys marched away singing about not coming back until it was over, over there. They came back soon, victorious, and with low casualty lists. The few who saw action, saw the fast sweep through the Hindenburg Line. The

WILL YOU?

songs of that era were merry; the Bond drives were public fiestas; rationing involved sugar, mainly; a scant half-dozen reported "atrocities" furnished the major portion of our war horrors; hundred-dollar bills rained from heaven; and nearly everybody, including most soldiers, had a gaudy time. The matter of death did not eat into human souls until the news actually came—which was infrequently and to a relative few.

But this time, your man begins with that subject, and he will bring it back.

Consider the arrival of early contingents of civilians for officer training in Miami Beach. These men, picked wizards in various businesses and professions, a handsome bunch, stepped into the Florida sunshine shortly after Pearl Harbor. Theirs was the blithe spirit and rugged individualism which characterize successful lives. They donned khaki, drilled with amused enthusiasm, and made, at the first opportunity, a buoyant investigation of the beaches, bars, and night-clubs. One could not fail to be reminded of the happy hordes who went off to the wars in 1918. The mood lasted a few days.

Then it changed. They became not sullen, but silent. Their revelry was rare—and restrained. Lines appeared in their faces. They took to reading military books in their time off. The bars were largely abandoned. They were in no sense crushed by military discipline, but they were manifestly shocked. It was easy to discover the reason for this shift of attitude and behaviour. They were the first to train. They would be first to fight, and, therefore, they would undergo the longest period of fighting. They had commenced, for the first time, to study modern war as it really is—and it had dawned upon them that many of them, perhaps most, were about to die. This was no lark, like 1918. This was lethal, and they were headed for it.

Some of those men were the husbands of some of you who read this. Many of them are already dead—and we have hardly begun to fight. The majority never expected to be soldiers. Pearl Harbor and the declaration of war upon us by Germany and Italy startled them into the brave act of volunteering. But only in their actual training did they come to understand what had been happening to hundreds of millions of people all over the world—and they understood poignantly, because it was going to happen to them. Today, it *is* happening.

So your soldier can never be the same, if only because he has been brought face to face with the likelihood of dying for his country—a likelihood which most of us had passionately denied for a quarter of a century. All the rest of his life, he will remember that. He will have less slap-happy egotism; he will be more skeptical; and he will remain ready to fight for whatever he values. He and his ten million comrades will not assent to an unguarded peace. His philosophy will be grimmer—and if yours does not match it, he will think less of you. That is the first difference you will note.

The *nature of his enemies* is making the second difference. We were told during the last war that the Germans cut off the hands of Belgian babies. We were appalled. Then we learned that the story had been invented as propaganda. As a result, we are inclined to think all horror stories are false devices to enrage us. That is unfortunate. We have a tendency, also, to be prissy about grisly behaviour. It revolts us. It makes us ill. It isn't nice. That attitude is a left-over from the age when women carried smelling-salts because they fainted readily. But what sickens us has nothing to do with this war and these days.

Most of us, now, are fairly well convinced that the Japs are breech-clouted barbarians and an indecent people. Few of us, however, have reached the heat of hatred which is universal among the men who are fighting Japs. To them, this enemy is an animal, and they hate even to take him prisoner, which helps to explain why there are so few Jap prisoners. If this is inhuman, it is no less true, and when Johnny comes marching home it will be to discard the costume of a remorseless killer. He will have been such a killer in order to come home at all, but his experiences will make the Indian wars and the Inquisition seem like al fresco suppers.

On the other side of the globe, where he is fighting Nazis, he is brewing an identical hatred. That fact will startle a large number of fond friends and relatives, who reason that the German is civilized and hence can not "stoop" to the horrid techniques of the Jap. The difference in practice is very slight. To the Nazi warrior, skilful fighting is important, but, in addition, any trick that will tend to shock, appall, terrorize, or even delay his enemy, is also honest warfare. The American soldier who goes to the aid of a wounded man and has his head blown off by a booby-trap leaves, in dying, a marked impression on those who will return to the U.S.A. Indeed, it is time, and past time, that somebody point out that a "booby-trap" is not an ingenious mechanical device common to all wars, but, rather, a new low in human nature—a new example of the new fiendishness. And we should also bear in mind that Americans are using booby-traps to defend themselves from the inventors of booby-traps.

A moment's calm contemplation of the nature and practices of our foes reveals that not only will the gangsters of the future produce some devastating phenomena in our midst, but the non-gangster *(Continued on page 122)*

JOFFÉ

"I'm Wearing My Hair a New Way"

4 VOGUE MODELS WEAR THE NEW, SMOOTH-AS-SPOOL-SILK COIFFURES

AMOND AND RUBY JEWELS ON THIS PAGE ARE BY TIFFANY AND COMPANY

You like the new look of nicely defined little heads—but perhaps you shrink from the irrevocable scissors. Here, four Vogue models—who like to keep their hair at manageable middle-lengths—wear coiffures closely shaped as a shingle, without the deletion of a single lock.

Opposite, first: Wanda Delafield crosses her hair at the back, rolls it at the sides.

Second: Laurie Douglas sets her shining hair close, shapes it to her head.

Above, first: Betty McLauchlen combs her hair in wide, shimmering waves, pins it in a bun.

Second: Leslie Venable's hair is brushed smooth, with no more wave than sherry in a calm...parted diagonally, wound in flat coils over her ears.

MRS. W. PALMER DIXON SEES HER SON, BILLY, OFF TO SCHOOL

YOUNG MOTHER... *Working model*

Written by a 6-day-a-week executive, a 7-day-a-week mother

"I HAVE found that mothers who work often take the responsibility of their children more to heart than those who don't. They, therefore, devote all their spare time to them, and the children always show great pride in their mothers' work."

It was this remark, made to me by the headmaster of my son's school, that set my mind at ease when I realized that my children were getting older and that my responsibility as a mother was increasing immeasurably. Added to this was the fact that I now held this responsibility alone, my husband being at sea. It was, therefore, up to me to do a two-man job on a boy of seven and a girl of four; up to me to see that the chaotic state that this war has brought about should not affect the sense of security, happiness, and well-being that is so vitally important to children.

We live in a New York apartment, and our household consists of the children, a governess who lives with us, a part-time maid, a loyal Cocker Spaniel, and myself. I go to work six days a week and all holidays, excepting Christmas. I leave the house at eight-forty-five and am home a little before six. The maid comes in at seven-thirty A.M. and leaves after the children have had their lunch. Needless to say, I realize that I am extremely lucky in being able to have these two helpers, in these days of servantless houses. When I first realized that a readjustment had to be made in my way of life, I found that the only way to run my *(Continued on page 109)*

• **Opposite:** Mrs. W. Palmer Dixon (Joan Wetmore, the actress) wears a new rain-suit: wrap-around skirt and belted officer's tunic of Cohama's Elkskin water-resistant rayon-and-cotton fabric. Coat, $23; skirt, $10. Peck and Peck; I. Magnin & Co.
• **Below:** Mrs. John Heminway has two children, is a Nurse's Aide. Her off-duty uniform: grey jersey and flannel dress, brief, striped flannel coat—both, Hockanum wool. By B. H. Wragge. Coat, $35; dress, $30. Bonwit Teller; Marshall Field

MRS. JOHN HEMINWAY

CONTINUED ON THE NEXT PAGE →

TONI FRISSELL

PHOTOGRAPHED AT THE WINIFRED WHEELER DAY NURSERY OF THE EAST SIDE SETTLEMENT HOUSE

DEPUTY MOTHER Mrs. D. Coleman Glover—whose own child is one year young—does volunteer work in a New York day nursery. Her lumber-jacket—of grey, yellow, wool tweed. Grey wool flannel skirt. $40. Henri Bendel; Joseph Horne; Montaldo's

None but the Army heart can know such sadness

Longing for home, for familiar faces... it strikes everywhere, and has no respect for time or place

By Private Milton White

EVEN Corporal Becker understands homesickness. The only time we ever saw him let his hair and voice down was when he found out about Private Bartlett. It was during close order drill one morning. Private Bartlett had so consistently turned left face on the command for right face, and vice versa, that the whole platoon began to think that it was wrong, and he was correct. Corporal Becker, however, had no such doubts.

"%$#*"¾(%#$*," he roared at Private Bartlett as only a Corporal can roar, "and I do mean you."

Private Bartlett is the type who is nineteen years old, but looks fourteen, and he had never left the farm that was his home until the day the Army got him. When the tears came to his eyes as they did that morning, he looked even younger than fourteen.

"He's homesick, Corporal," an extremely brave soldier ventured to interrupt.

"Homesick?" Corporal Becker echoed. He looked at Private Bartlett. "Homesick?" he repeated softly in a voice new to us. He paused. "Come here, boy," he beckoned after a moment.

WHAT he said to Private Bartlett we will never know, but a mother couldn't have done better. They even looked more like mother and son than they did Corporal and Private, for it is very unusual to see a Corporal with his arm sympathetically around the shoulders of a Private during drill. They stood there talking quietly for almost ten minutes.

"Now go on sit over there in the shade, boy," Corporal Becker said at last. "You won't have any more drill this morning." His voice was like honey, and Private Bartlett was smiling like a contented angel. At that moment, all of us in the platoon fell in love with Corporal Becker and waited eagerly for him to speak to us, to console us as he had consoled Bartlett, for we, too, knew the meaning of homesickness.

He turned. "Now then, %$#('*%$#'*)$, straighten up those ranks, and I mean every blankety-blank one of you," he roared. "On the double, ho!"

The old Corporal Becker had returned. We proceeded to fall out of love with him at once.

But that moment taught all of us who witnessed it (the others in the squadron never would believe it had happened) that even the toughest are aware of the overwhelming power of homesickness. In view of the fact that it is surely the most common sickness in the Army, it is surprising that the Medical Department has not prepared some kind of antitoxin.

Private Tom White could have taken a double dose that Sunday when he explained to me why he was going to chapel an hour earlier than usual.

"YOU see," he said, "when it's nine o'clock here, it's ten o'clock at home, and my baby daughter is being christened today. At ten o'clock, home time. 'Course I couldn't be there, but I thought that—that if I went to chapel now I'd feel closer to the kid and the wife and could sorta pretend, you know...." He swallowed, and we both pretended not to notice the tears in his eyes.

"Gee," I said.

"Yeah," he said.

That is why one day, a month later, Tom and I got such a good laugh out of the headline in the local newspaper: DRAFTING OF FATHERS TO BE DELAYED...

"Do you think I ought to notify my draft board of that?" Tom asked, shifting his rifle from his right to his left shoulder and wiping the sweat from his brow.

"The question is," Private Watkins chimed in, "when is a father a father, anyway?"

He referred to his own status. His daughter was born one month after he had entered the Army. He had never seen her.

"As far as the Army is concerned," we informed him, "you probably aren't a father at all."

"My poor child," Private Watkins sighed. Then his face softened. "I didn't show you the proof I got yesterday, did I?"

Private Watkins is a six-foot, two-hundred-pounder, and it seemed strange to see the tenderness with which he unfolded the paper he took from his pocket. There, tiny and distinct, were his daughter's footprints. We passed the paper from hand to hand as carefully as if it had been an honourable discharge, and if one or two of us coughed it was only because we had colds or something. Those were the cutest footprints you ever saw.

That is the way it goes in the Army, and none but the Army heart can *(Continued on page 120)*

Miss Pat Arno A JUNIOR WITH FULL-

YOU JUST PULL STRINGS

PAT ARNO is the daughter of artist-comic Peter Arno and Lois Long, New Yorker fashion editor. Like any fifteen-year-old, she loves visiting overnight with her young girl friends, fudge and cookies of her own making; wears bluejeans for just puttering. With more than fifteen-year-old astuteness, she draws caricatures, models in clay, writes with a punching insight, reads and reads. Knows exactly what she wants in clothes and has selected the five costumes shown here because—she likes them.

• Left: Navy-blue dress of rayon faille, navy and red braid-trimmed. A Judy 'n' Jill design. $18. Lord & Taylor.

• Lower left: Soft coral wool jersey dress, with a low, round beaded neck-line. $25. Lord and Taylor.

• Lower centre: Pepper-red jumper of spun rayon to wear with odd shirts and sweaters. $9. Bloomingdale's.

• Lower right: Cocoa-brown pinafore of Heller wool, rabbit's-hair and cotton jersey, coupled with a sky-blue blouse of Heller wool-and-rayon jersey, pearl-buttoned. The pinafore; $10. Blouse; $6. Saks Fifth Avenue.

• On this page—all dresses, Junior sizes 9 to 15.

BOOGIE-WOOGIE IS HER STRONG POINT

AIRCRAFT SPOTTERS' GUIDE

BABY BEAR SHAPES UP

FLEDGED IDEAS

FRANCES MCLAUGHLIN

Miss Pat Arno likes clothes as concise as her ideas—no frills, lots of comfort. A yellow dress of rabbit's-hair and rayon, like this, is on her approved list. $13. Sizes 10 to 18. Altman; Chas. A. Stevens; Vandervoort's

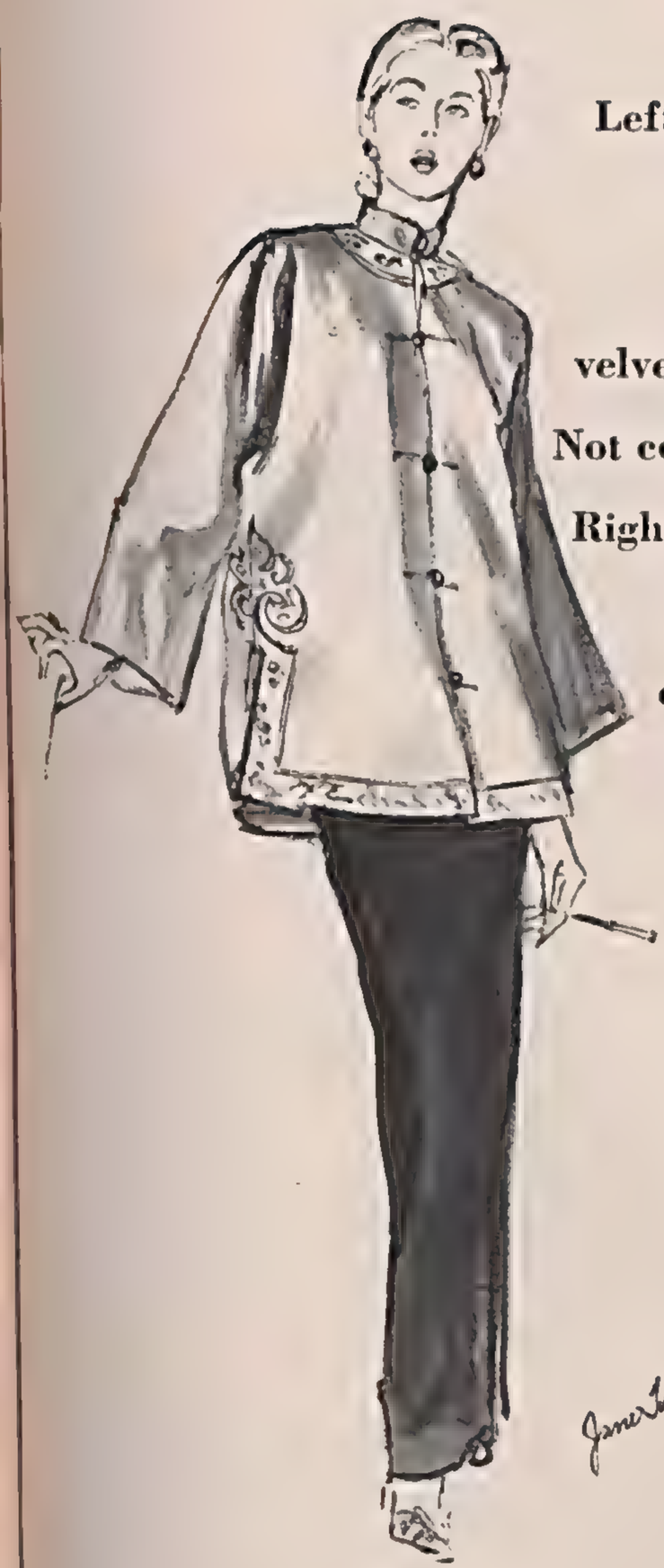
BABY TALK . . .

MATERNITY FASHIONS TAKE A NEW LEASE ON LIFE

The new maternity clothes are cut from the same bolt, with the same eye, as a favourite pre-baby wardrobe. With all the colour you want, very much in current fashion. Here are eight examples—all young, all pretty. Note their adjustable waists, lines that minimize the figure, play up the best points; tricks of balance with colour. Inexpensive, too.

Above, left: Jumpers have a look of ease; top-interest. This, of black rayon crêpe, $10. Blue, or green, shirtwaist of rayon crêpe, $7. Junior sizes 9 to 17. Lane Bryant. Above: Red and yellow grosgrain bows steer attention above the waist. $11. Junior sizes 9 to 17. Best; Kerr's.

• First right: Drapery and drawstring waist—a soft pedal. Blue wool-and-rayon jersey. $15. Sizes 10 to 20. Lane Bryant. Second right: Strategical inserts of yellow Cohama wool against black rayon crêpe. $18. Junior sizes 9 to 17. Best; Rich's



Left: Prettiest cover-up story, this mandarin coat of blue silk satin. Short and flaring in the right place. Hand-embroidered; silver buttons. Wear over long skirts, velvet slacks, short dining-out clothes—before and after. Not confined to nine-months' life. $25. Gunn & Latchford. Right: Family additions needn't mean subtracting colour. Bright, solid colour, like this all-red dress, flags the eye from details. Of Bloomsburg rayon crêpe. About $18. Sizes 10 to 20. Saks Fifth Avenue; Garfinckel's

First, right: Good little black dress with double-duty sense, adjusts to your size and your after five-o'clock life. Bright accessories can be the foreground. Bloomsburg rayon crêpe. $20. Sizes 10 to 20. From Altman; Neiman-Marcus.

• Second, right: Purple wool jumper. Sheer black rayon crêpe blouse. For day, try pale blue or canary-yellow sweaters and see how a small dose of contrasting colour can tip the scales. See also, how wide-shouldered epaulettes diminish the size of your waist. Jumper, $18. Blouse, $7. Both in sizes 10 to 20. From Lane Bryant

JOFFÉ

VOGUE DESIGNS FOR DRESSMAKING • NOS. 9177, 9536

PINAFORE WHILE YOU WAIT It's wonderful to wear what everyone else is wearing and still be having a baby! This is an "Easy-to-Make" design that is young and attractive and easy-to-wear as the months pass. Make it of grey wool, the blouse of white crêpe. Vary it with blouses from your unemployed suits. Pinafore No. 9177. Shirt, 9536. (Back views and sizes on page 119)

SHOULD I NURSE MY BABY?

Most doctors say "yes," but almost all of them give a different, equally valid reason

By Louise Fox Connell

MOTHER'S milk can be bought by the bottle. In some large cities, it is for sale at about $3.20 a quart, though, as with blood plasma, it may prove priceless. To a premature or an ill baby, it often means the difference between life and death; so a number of hospitals have established human milk banks. There, breast milk, bought from healthy donors who have a surplus, is quick frozen and kept until needed. If you had ever seen a dying four-pound mite seem to rise from the dead after being fed the precious fluid from a medicine-dropper, you could well believe that a mother distills the elixir of life.

Joseph B. DeLee, M.D., in his famous book, *Principles and Practice of Obstetrics*, says, "It is a clinically demonstrated fact that the breast-fed children resist infection of all kinds infinitely better than those fed artificially. The author has seen such children, brought to the hospital in collapse, revive after a few breast feedings as if a strong cordial had been administered." He also says, "Enzymes, or living ferments, are found in the milk and give it vital sustaining qualities, which are not to be discovered or imitated by the finest chemistry."

When specialists in various fields of medicine discuss human milk, they sound like men who are in love with the same woman. They agree that their favourite is unequalled; but each has a different reason. A stomach specialist will say that the mother cow caters to a suckling with a digestive tract so enormous that calf's food can not be modified to make it equally digestible by a child of man. A vitamin expert like Dr. Henry Borsook states that cow's milk "contains only about one-sixth the Vitamin C of human milk," and that is further depleted by heating.

A BACTERIOLOGIST will insist that mothers often let death-dealing germs get into bottle feedings, and the only way a baby is absolutely safe is when it draws its own drink from its own private wells.

Lately, other specialists are chiming in with *their* pet praises of the nectar that flows from a mother's bosom. Same psychoanalysts maintain that a child who is suckled is less apt to grow up mentally unbalanced because only this physical bond with the mother gives it the certainty of love and security necessary to establishing emotional fortitude.

It is not the nerves, but hormones thrown into the blood-stream by the ductless glands that give the stop and go signals to milk secretion. One enterprising scientist demonstrated this by his transplanting the breasts of virgin guinea-pigs to a spot behind their ears and letting them get pregnant. When the newborn pigs started to hunt for the dinner-table, they found it in an unconventional spot, but it was none the less well supplied with food. Another scientist, Dr. Herbert Kahler, in his quest for new truths about milk, invented a milking machine for mice. It empties their ten teats in twenty minutes; whereas, it takes hours to milk a mouse by hand.

EXPERIMENTS with both animal and human milk have shown that there are probably a number of ductless glands in different parts of your body which regulate your mammary glands. A hormone from the ovaries, estrogen, is often given to mothers to dry their milk when it is not needed.

To stimulate the milk factory and keep it in production, the master hormone is prolactin secreted by the pituitary gland in the head. Medical tests are being made with extracts of this hormone to establish a good milk supply in mothers who lack it. After five days of this treatment on one group of milkless mothers, seventy-four per cent. were able to nurse their babies for months.

In animals, and possibly humans, prolactin also acts as a mother-love potion. Give it to a virgin rat, and she will adopt not only young rats, but baby mice, rabbits, and even squabs upon which she would normally have feasted. Give a fowl prolactin, and it starts to brood; give it to a certain kind of fish, and it builds a nest. If you are a nursing mother, your breasts secrete not only milk, but hormones for your own body's use.

A nutrition research man, F. M. Pottenger, jr., M.D., of Pottenger Sanatorium, has a theory, based on his experiments on cats, that the raw milk of mothers who have been properly fed carries some mysterious factor—possibly a hormone—which is important to the perfect development of the young. Whatever it is, heat kills it. Since raw cow's milk is not good for babies, both because of the danger of germs and because it is hard for tiny stomachs to digest, breast milk is the only safe source of whatever unknown heat-sensitive elements raw milk may possess.

Of the new songs in praise of mother's milk, the most eloquent is by an authority on bones, Dr. Charles F. Nelson, of Beverly Hills, California. In 1941, Dr. Nelson made *(Continued on page 96)*

KAY BELL

VOGUE DESIGN FOR DRESSMAKING • NO. 5016

MAKE IT HALF AND HALF

Half dark, half light. Half jersey, half flannel. Half bulky, half-streamlined. Half country, half city. And all in one piece. And all in all, the way to dress "in times like these." The shirt-and-skirt-look keeps on looking better and better. It looks comfortable, unstudied, good. Witness: the girl in the saddlery shop above. Her loose, yoked, smooth-shouldered blouse-top is attached to the belted skirt. (Tiny darts keep the skirt flat over the tummy, smooth around the hips...in spite of the hip pocket.) She knots a man's white linen handkerchief around her throat, pulls down over her neatly netted head a tapering, closely-shaped little hat. Her gloves, white string.

Make this shirt-and-skirt dress of jersey and flannel. Make it, as here, with a black jersey top and light grey flannel skirt...or with navy-blue and pale beige. Top—dark and bulky. Skirt—narrow and straight and light as a straw. This is Design No. 5016. (The back views and sizes are on page 119)

GRAY—O'REILLY

Aglow and Aglitter with rhinestone-studded fringe is this brilliant version of the short dinner dress, designed by Bruno for Bonwit Teller. In heavenly blue or lime rayon crepe. Dress it up for the north. Dress it down for the south. **145.00**

BONWIT TELLER *of* PHILADELPHIA

The Fashion in Furs

Fashion plus quality has been the Gunther ideal for 123 years, and this Mandarin coat of finest Broadtail is one of the highlights of the season. The idea is also beautifully expressed in other furs, including Mink. Let us remind you Gunther values are true values, whether you choose an inexpensive coat from the Budget Fur Shop or one of our finest custom models.

Gunther 666 FIFTH AVE. AT 53rd ST., N. Y.

SHOULD I NURSE MY BABY?

(Continued from page 93)

medical history with an article in *The Journal of the American Medical Association* about his cure for fractures that refused to knit—a condition that had baffled orthopedists. He makes a chemical analysis of the patient's blood to find out which of the necessary repair materials are missing from it, and supplies them through diet, mineral concentrates, and, when needed, vitamins, hormones, and digestive fluids. This brilliantly simple method healed the most stubborn cases.

Calcium and Phosphorus Deficiency

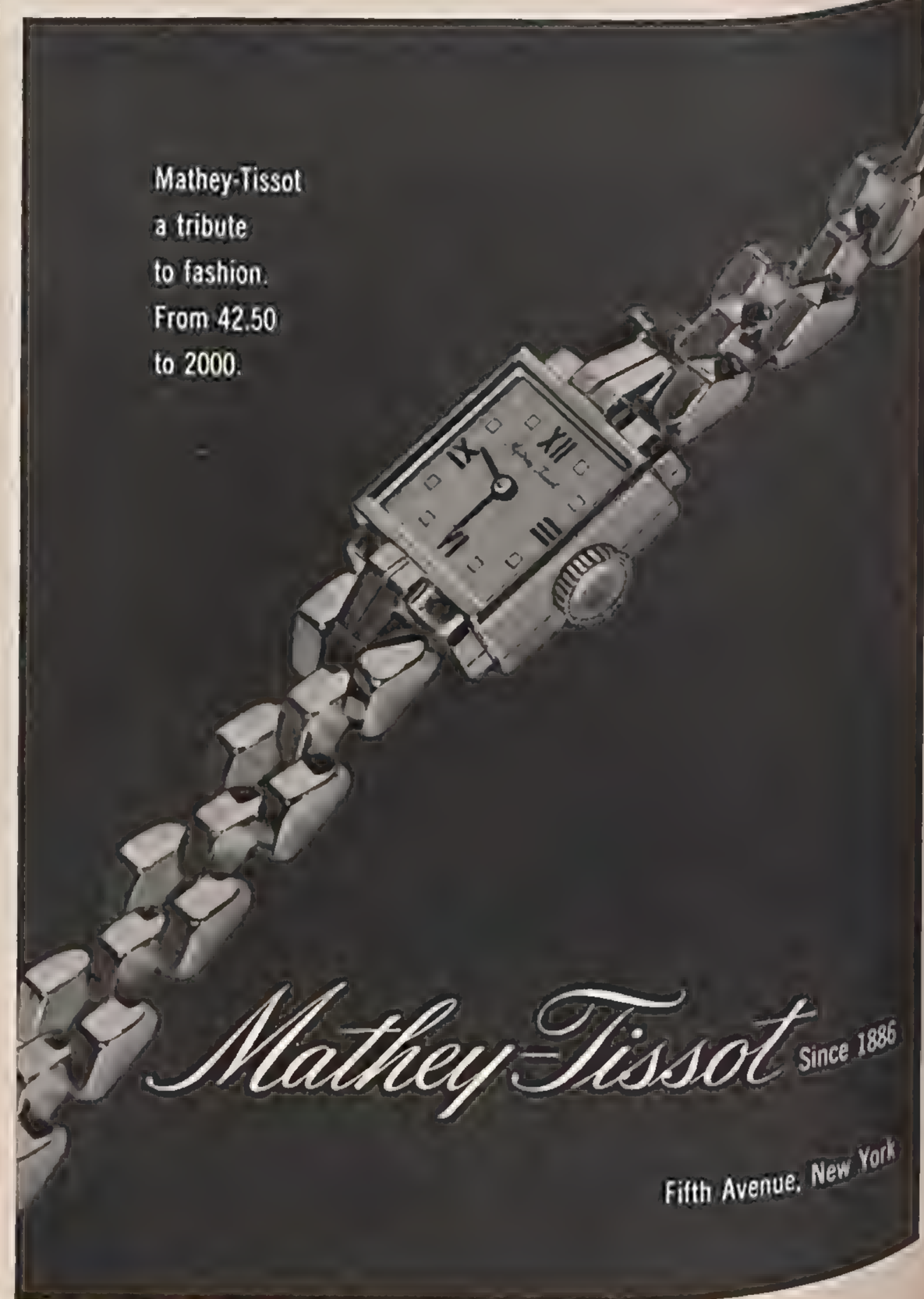
Of one thousand patients with various bone injuries, eighty-five per cent. proved deficient in calcium. Now all patients of the Nelson Clinic, no matter what ails them, have their blood tested not only for red and white corpuscles and certain infections as is commonly done, but for minerals and other important nutritive elements. Among thousands of patients suffering many different ills, seventy per cent. were deficient in the calcium which is essential for strong bones, sound teeth, tranquil nerves, clear skin, and firm flesh.

Since milk is the finest of all sources of calcium, Dr. Nelson has become a passionate advocate of more dairy products in everyone's diet. He writes, "The blood calcium and phosphorus percentages of one hundred women taken at delivery in a private hospital show that eighty-five per cent. are deficient in calcium, and twenty-five per cent. are deficient in phosphorus." Also, "Good quality of milk is the only food for human consumption which contains sufficient calcium to maintain a normal calcium metabolism."

In an open letter to James F. Byrnes about our threatened milk shortage, Dr. Nelson wrote that because cow's milk must be diluted to make it digestible by babies, "Most infants receive only one pint of milk per day in a formula, so that the daily calcium intake is twenty-five per cent. to fifty per cent. deficient. With approximately seventy per cent. of our infants being raised on cow's milk, we find the major cause of many of the physical defects of adolescence. There should be a return to breast feeding of babies."

Notes from Abroad

The cow is the mother of the American race. Upon the milk of bovine kindness, our babies are reared; though, with good care and feeding before and after pregnancy, most mothers could supply home-made milk for the seven or eight months recommended by doctors. Japanese women suckle their young for several years—sometimes even fifteen, one authority says. For the women, this is brutal, but it is their milk which enables their otherwise miserably-fed sons to develop into hardy fighters. *(Continued on page 98)*



ROBERTA BOSWORTH HAS GLOWING, ELECTRIC BEAUTY . . . eyes of sparkling blue, a complexion charmingly clear and fresh. "Pond's Cold Cream is my pet beauty help," she says.

NAVAL OFFICER'S FIANCÉE—ROBERTA BOSWORTH of Highland Park, Illinois—engaged to Lt. E. Gardner Counselman of Evanston. She is the daughter of Dr. and Mrs. Robert R. Bosworth, prominent North Shore Chicagoans.

HER RING—a beautiful 2-carat solitaire, with a baguette diamond on either side. The setting is platinum.

PLANS CHANGE quick as a telegraph message these wartime days. Roberta's wedding invitations were engraved, her bridesmaids' dresses ordered, her wedding dress ready—then her fiancé was ordered to report for immediate sea duty!

"He won't get another leave for several months," she told us, "so it will be a winter wedding instead of the June one we expected."

• • •

Like so many lovely engaged girls, Roberta counts on Pond's Cold Cream to keep her complexion fresh and soft, with that beautifully cared for look that adds so much to a girl's appeal.

"There's something about Pond's Cold Cream that agrees especially well with my skin," she says. "It's *such* a soft, such a smooth cream, and it's *extra* grand for cleansing, I think."

PREPARING FOR WARTIME SCOUT DUTY—Roberta is learning to be a pilot in Chicago's Civil Air Patrol. She is one of the hundreds of girls earnestly training to supply womanpower for the air force.

☆

OFFICIAL WAR MESSAGE—Women workers are urgently needed now—in plants, in stores, restaurants, utilities, laundries, community services. Check local Help Wanted ads—then get advice from the local United States Employment Service.

SHE'S ENGAGED!

She's Lovely! She uses Pond's!

Today many more women use Pond's than any other face cream at any price

COPY ROBERTA'S DAILY POND'S BEAUTY CARE:

First—she smooths Pond's Cold Cream all over her face and throat. Pats briskly to soften and release dirt and make-up. Tissues off well.

Second—she "rinses" with *more* snowy-soft Pond's, whirling her white-tipped fingers around in little spirals. This *second* creaming makes her skin feel extra soft and clean she says. Then, she tissues off again.

Give *your* face a delightful twice-over creaming with Pond's—every night and every morning—for in-between clean-ups, too. You'll see why it's no accident engaged girls like Roberta, society beauties like Mrs. Anthony J. Drexel, III, and Katharine Mellon love this soft-smooth face cream. Get *your* jar of Pond's Cold Cream today!

SHOULD I NURSE MY BABY?

(Continued from page 96)

In the British Isles, women are being urged to nurse their babies for a year as a patriotic addition to the national food supply. Charles McNeil, M.D., Pediatrician of the Royal Infirmary in Edinburgh, has figured it out that each healthy mother's two personal Victory gardens would contribute two hundred and ten pints of food in the first six months and then thirty ounces a day. Like many American medical writers, he insists that his fellow physicians often advise weaning "for reasons far too trivial" and says that almost all mothers have occasional difficulties with their lactation, most of which could be overcome with patient treatment.

Milk Conservation

If you are a nursing mother in this country, where you are supposed to drink so much milk that one to one and a half quarts go into you at the top before you are expected to give, you may feel more like a toy cow than a contributor to our total food supply. Through many publications, including the helpful new one hundred and thirty-five page edition of *Infant Care*, which the Children's Bureau sells for ten cents, our Government does urge breast feeding, but more to conserve babies than milk. Nevertheless, the time may come in America when the cows' milk shortage may be a consideration. Already war has put a heavy drain on our dairy products, while the high cost of feed and labour is resulting in the slaughter of thousands of cows—about eighty-four thousand in Los Angeles alone last year.

Luckily, this land will continue to flow with *skim* milk for some time, for there are fifty billion pounds of it each year used for purposes other than human food. If shortages of whole milk should make it necessary for mothers to manufacture some of their own, they can still drink skim milk, which has all the calcium, protein, and other vital elements of whole, except fat and Vitamin A, which can be taken in other forms.

Nowadays a woman's bosom is often regarded as the Victorian parlour once was—as too ornamental for ordinary use. Yet no healthy tissue should lose its beauty from functioning as Nature intended.

Meat from animals fed on table scraps is limp compared with the firm flesh of those scientifically fed. With women, too, incorrect nutrition, especially during the strain of child-bearing and lactation, makes for lax tissues. Avoid lasting harm to your figure by eating scientifically through pregnancy and nursing.

How to Take Care of Yourself

Someday, perhaps, all doctors will make a chemical analysis of each mother's blood and prescribe a diet to overcome her particular mineral deficiencies. *(Continued on page 100)*

The snake said to Eve in his sly little way
"I tempted with apples way back in My Day
But now that these 'Kerchiefs by Kimball' are handy
I find that as 'Tempters' they surely are dandy."

kerchiefs by kimball

MASTERPIECE • FLOWER OF THE MONTH • ROMANCE • CAREER GIRL

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More Beauty for More Women

THROUGH HER

CORRECTIVE BEAUTY PREPARATIONS

NOW . . . FRANCES DENNEY opens a new world of Beauty to you, through her CORRECTIVE BEAUTY PREPARATIONS! Every one of these famous Preparations is scientifically blended to aid in correcting a specific skin condition. Every one will provide an important improvement *for your skin.* For example:

FRANCES DENNEY EYE CREAM
is scientifically reliable to aid in changing a look of fatigue which may affect the delicate skin tissue around the eyes.

FRANCES DENNEY OIL BLEND
is a scientific aid in lubricating a dry, neglected skin. It softens the surface of the skin, and relaxes the taut, dry condition.

Next time you are shopping, stop at the FRANCES DENNEY Cosmetic Counter and see *all* of MISS DENNEY'S sensationally helpful CORRECTIVE BEAUTY PREPARATIONS. Ask for your free copy of MISS DENNEY'S new booklet which contains simple instructions for the use of each one of these Preparations.

Frances Denney

OF PHILADELPHIA

These are the famous CORRECTIVE BEAUTY PREPARATIONS created by FRANCES DENNEY

OILS OF THE WILDERNESS, MISS DENNEY'S private formula for youthful skin vitality . . . OIL BLEND, to correct dry skin . . . THROAT AND NECK BLEND, to glorify a smooth, firm throat line . . . EYE CREAM, to relieve vexing signs of fatigue . . . UNDER-TONE, the scientific powder base . . . HAND-TONE, for softer, lovelier hands . . . OVER-TONE and SATINY POUDRE, to insure perfection in Make-Up.

The woman
who stays young . . .

. . . finds quiet perfection in this two-piece dress animated with soutache and bead embroidered dots . . . Blue, claret or brown crepe rayon. Sizes 38 to 44—25.00

Lane Bryant

New York • Philadelphia • Baltimore
Chicago • St. Louis • Detroit

SHOULD I NURSE MY BABY?

(Continued from page 98)

Although you need phosphorus, iron, and other minerals, the one most commonly lacking is calcium, of which your baby will further rob you if there is too little for both. *During pregnancy and lactation*, whether or not you like milk, take at least a quart a day, or, if overweight, substitute skim milk and Vitamin A concentrate. If milk upsets you, dilute with Seltzer or boil five minutes.

Eat other calcium foods like cheese, cauliflower, all green leaves, oysters, celery, carrots, citrus fruits, nuts, eggs, dried fruit, molasses, and oatmeal. These also supply other much-needed food elements. Take extra amounts of Vitamin C foods, especially citrus fruits and tomatoes.

Include in meals daily: one quart of milk or more; meat, poultry, fish, eggs, or cheese; whole grain bread and cereal; several fruits; several green and yellow vegetables or salads; butter or fortified margarine. Do not diet to reduce, except with the doctor's consent.

During lactation, daily: drink at least two quarts of liquids; sleep eight or nine hours and take a nap; exercise outdoors to improve circulation and muscles, but avoid fatigue; check on posture and, if doctor approves, do posture exercises; avoid excitement, but have some fun. *Nurse* baby regularly, never between times, preferably with your feet up, but do not sleep; be sure breast is emptied, if not by baby, use hand or breast pump; hold baby in a position that avoids downward pull on breast.

During pregnancy and lactation, wear easy brassières that lift, but do not flatten. *During pregnancy*—gently, thoroughly wash nipples daily with soap and water and anoint with sterile albolene, but never with astringent, which may cause cracking.

During both, see doctor often, and let no one nag you into considering any task more patriotic than rearing a super American.

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NEW triumph on a famous artist's palette. Elizabeth Arden mixes colors as only an artist can . . . and achieves exactly the same results . . . masterpieces of beauty. But instead of setting it down on canvas, for only a few to enjoy, she puts it at your fingertips, on your lips . . . lets *you* make this glorious new color your very own. And it *is* your very own—for Radiant Peony has a strange way of emphasizing the Woman . . . bringing out *her* personality . . . pointing up *her* charm. It is sheer drama with your new Winter clothes—a morale builder that spells beauty to every beholder.

Famed satiny lipsticks that stay on so well, 1.00 and 1.50. Refills, .75 and 1.00
Remarkable matching nail polish with the new Patina that does not chip, .75
(Prices plus taxes)

Copyright 1943, Elizabeth Arden

The 4 oils of Schiaparelli

"Shocking Radiance"

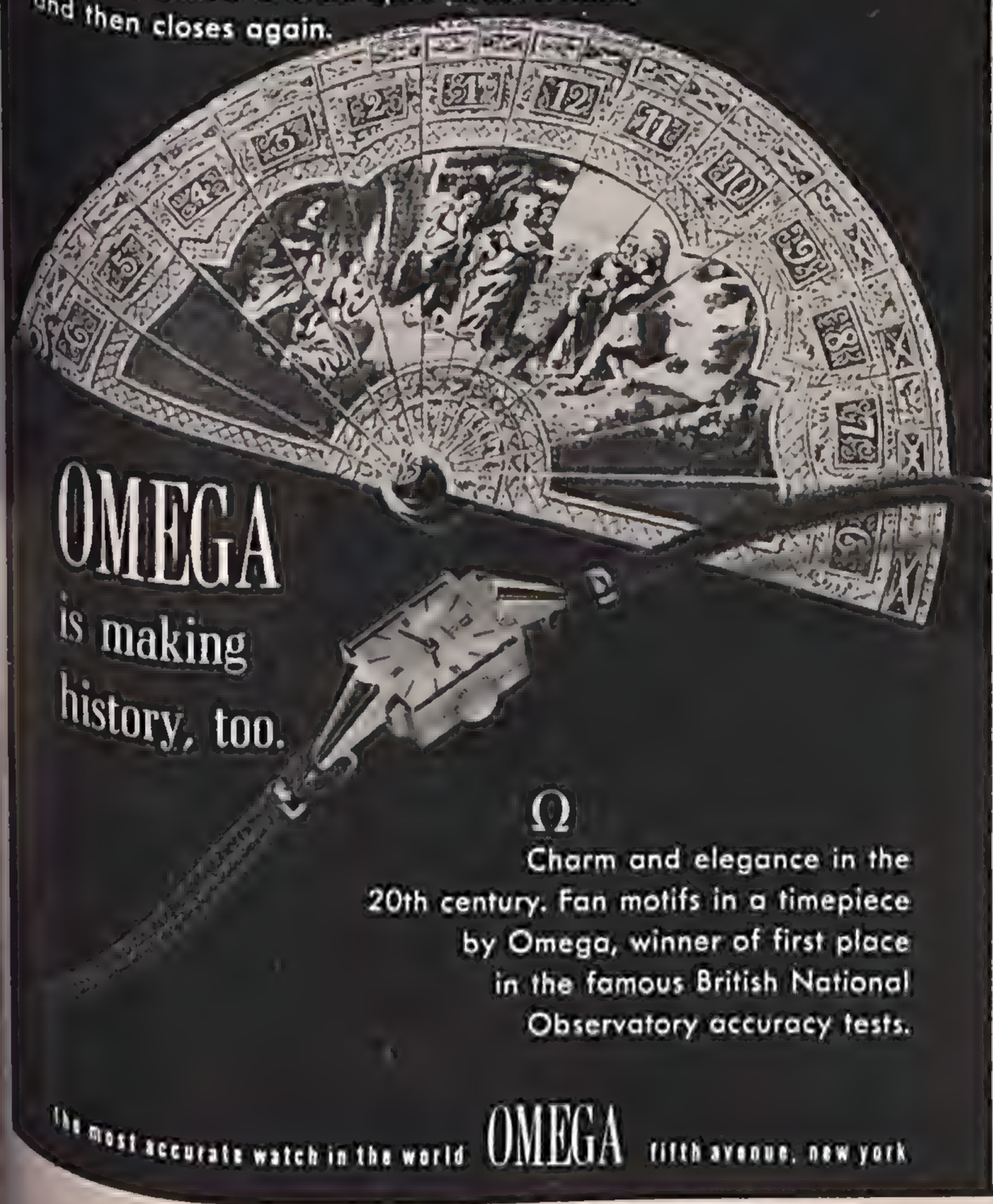
they cleanse-smooth-perfume!

FACTS AND FIGURES

Corsets have come a long way since the early days of L-85's strict schooling. The rubber and metal limitations which, last year, seemed such a hurdle for a girdle, are being taken in your stride—thanks to your adaptability and the wisdom of designers who have concentrated their inventiveness on making something good of what's available, rather than on experimentation in new designs. Actually, the new corsets are prototypes of the best selling designs of preceding years. Chances are good that you will find your favourite pre-war corset design, and at this point so well developed that substitutions, such as the new controlled-stretch fabrics for rubber, lacings and hooks for slide fasteners, have lost much of the taint of a handicap.

Happily, though in small amounts, elastic, nylon, real lace, and imported net still exist, and are used in strategic places.

Sketched here are three old favourites: Upper left: A Lily of France girdle, in double-faced rayon satin. Leno elastic insets and side-hook closing. With it, a rayon satin Lilees brassière, with adjustable straps. Centre right: Warner's Sta-Up-Top girdle by LeGant. Of rayon satin. Back of rayon satin woven with Lastex. Talon closing. With it, an Alphabet brassière. Left: An American Lady all-in-one. Three hip lengths. Of rayon satin with elastic insets.



SHUR-TITE

Favorite of the Month

Design Patented

Deft pleats — trim styling — an off-center beauty of a bag with the soft appeal of this season's clothes. In smooth, cape-finish leather — black, brown, or army russet.

$5.00*

Many other Shur-Tite originals at your favorite counter at various prices.

*slightly higher in some localities

Goldsmith brothers
NEW YORK • CHICAGO • LOS ANGELES • LONDON

The perfume of promise...

Worth
JE REVIENS
(I will return)

unforgettable fragrance...
he'll remember it...
and you!

CORSET CONSERVATION

DURABILITY is a prime requisite for most clothes these duration days. Corset designers go more than half way, by choosing strong, finely woven fabrics, often double-faced for added strength. You, the wearer, can further extend the life span by heeding a few simple rules that will give your old corset a new lease on life and your new one something of a future.

Wash corsets frequently in mild soapflakes and luke-warm water. Never use an iron on the parts made of rubber. Roll in a towel to dry; never wring a corset. Don't hang them up to dry by their garters. One good way to double a corset's life—have two and wear them alternately. When elastic sections show signs of wear have them repaired by an expert. Mending with non-elastic thread makes for strain. Save the good sections of old corsets, garters, and metal fasteners for patching up jobs on new corsets.

Here sketched, three corsets that are well worth conserving: Upper left: A Gossard Miss Simplicity all-in-one. Of rayon satin twill. Triple net top. Loop lacing for adjustment. Low back. Comes in three lengths. Centre right: A Formfit all-in-one. Of rayon batiste, with Leno elastic gussets and side sections of rayon satin woven with Lastex. Life-Bra top. Side hook closing. Left: A Flexees Nylon Aire girdle. Of nylon, with net elastic side sections and gusset. Side hook closing. Worn with a Flexees brassière.

A CENTURY OF FINE RING-MAKING INSURES YOUR SELECTION...

When you choose a lovely Art-Carved ring . . . you can be assured of the inherent value of its diamonds and the lasting beauty of its design . . . for these exquisite rings are created by a long-established firm. Finer jewelers carry a large selection . . . *Send for "The Bride's Silent Secretary" a thirty-two-page illustrated brochure of helpful information.*

Art-carved by Wood

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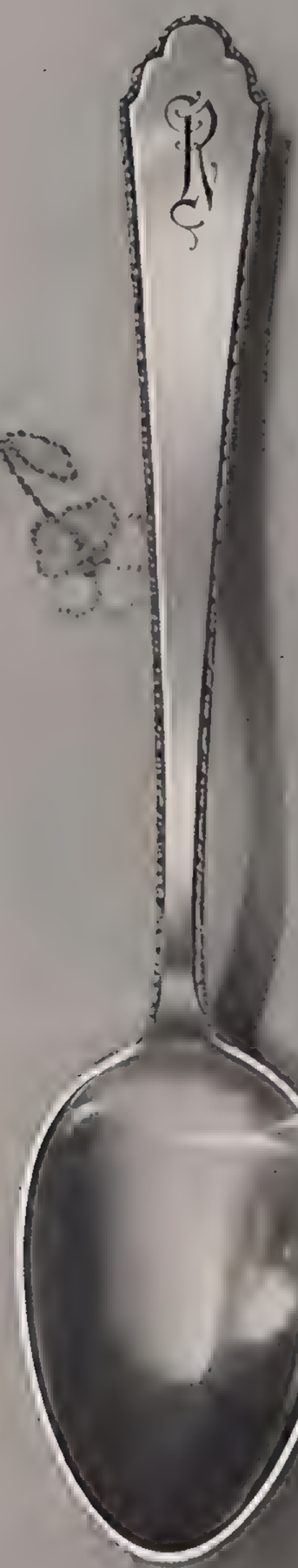
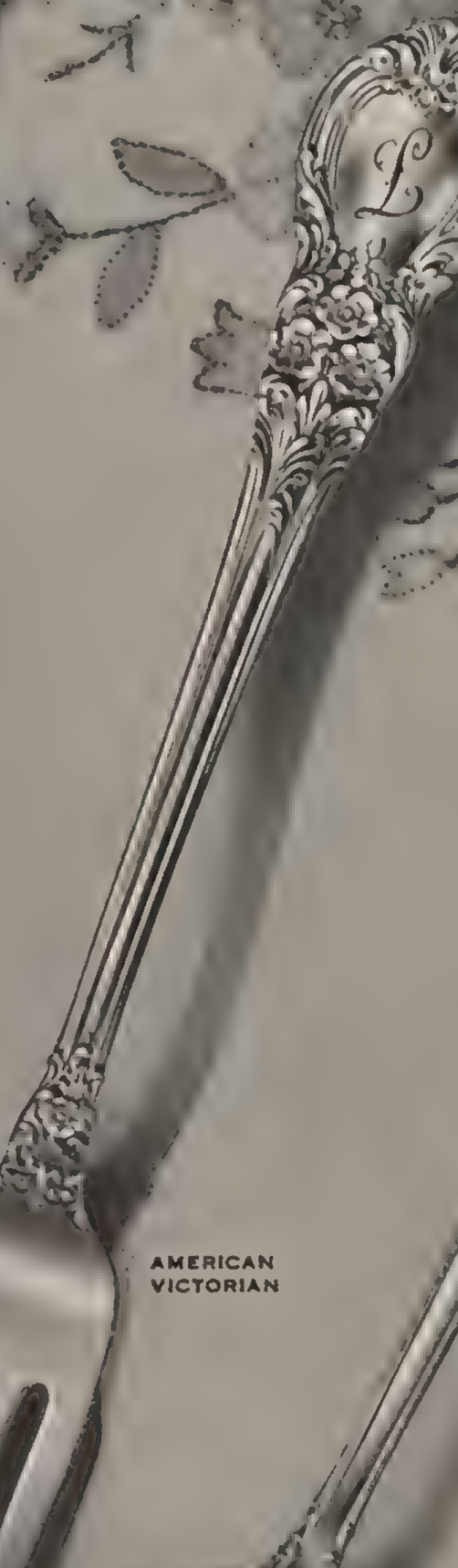
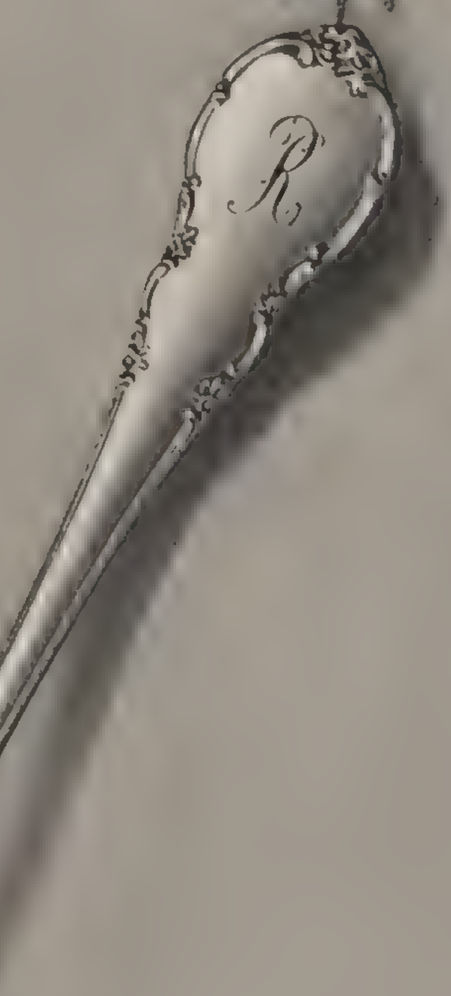
Buy War Bonds
Keep Them!

Today's Choice — Tomorrow's Treasure







WEDDING plans may be streamlined, but Sterling must still be chosen with exquisite care . . . so says today's wise young bride. She buys sparingly . . . knowing that civilian production has been curtailed . . . but with an eye to the future. Fewer pieces, perhaps, but in a pattern of timeless beauty and generation-to-generation value. Little wonder she wants STERLING by LUNT. Even a temporary dwelling can be *home* with *such* tableware! And what a precious nucleus for a complete service — tomorrow!

Lunt Silversmiths — GREENFIELD, MASS.

LUNT

Sterling of Lasting Good Taste

INFIELD FURS retain their beauty longer because of Basic Blending — an exclusive INDUSTRIAL "beauty treatment" that improves the furs and enhances their loveliness.

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BIG LITTLE HATS

BAKER

Hats off to a hat that will stay on. Black felt pillbox cut deep enough to hug your head. Neatly tops a chignon. Flat felt bow for a head-start. This is a Rafield hat. $9. The Rollins Company

A beret with a penchant for varied slants—can be worn forward, back, or straight on your head. A change of hair needn't mean a change of hat. Rust felt beret. Play Topper Hat. From Macy's

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A breathtaking new
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. . . to wear when your heart's
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on fire. 18.50, dram 2.50
Plus Tax
White Flame
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715 Fifth Avenue, New York
and at all smart stores
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YOUNG MOTHER — WORKING MODEL

(Continued from page 85)

household with any degree of efficiency was to set down a few stringent rules for myself and to systematize as much as possible all the activities that housekeeping entails. My first and most important rule was that of trying never to be in a hurry. There is nothing more disconcerting to a child than to have a parent who is forever saying: "I haven't time now, I will see about it tomorrow." There is almost always time if your day begins early enough and if you accept the fact that privacy is out for the duration. My bedroom is a veritable maelstrom in the morning with the children, their governess or the maid coming and going; the children asking questions or showing some newfound treasure or work of childish art. Being patient at this hour was one of my most difficult readjustments. I had never been a cheery waker.

My second rule is always to be at home from six in the afternoon until eight, and to devote that part of my day to the children. It is then that favourite books or letters from Daddy are read, records played, games taught; or we "just talk," as the children call it. Sunday mornings are mine; my door is shut, and everyone has a hand in seeing that I am able to sleep as late as possible. The afternoon, however, belongs to the children, and we always arrange to do something which all three of us will enjoy. Sometimes it's roller-skating, sometimes a bicycle ride or a visit to a zoo or museum. But whatever it is, it is never a duty. Children lose all sense of enjoyment if they feel that the grown-up is bored. It must be a treat for all.

Twice a week, the children's governess and I plan the meals. Together we go over the shopping suggestions found in the newspapers, and she does the marketing on the way home, after she has deposited my son at school. Occasionally, I will stop off on my way home to pick up some particular delicacy for all to enjoy.

My own personal shopping and that of the children is my greatest problem. Here again I have a hard-and-fast rule. I buy everything at once, usually on Thursday night when the stores are open after hours. My clothes problem is a simple one, because I lead a fairly routine life. I am able, therefore, to make out lists twice a year of the clothes I have, and those that I will need. I then decide on exactly the type of dress or suit that I want, and I am usually quite firm about not buying unless it exactly fills the bill.

I always wear suits in the office. They are classic and well-tailored suits of a light-weight fabric, which can go under my fur coat. With these suits, I usually wear either dark woollen or rayon jersey sweaters with high, round necks. Blouses are good as an occasional tonic, but they are hard to iron, and I am not adept with this instrument. We all know what the laundry situation has *(Continued on page 110)*

original by Lecie

Precious flattery of fur . . . sleek muskrat cuff on superbly draped black, brown, or high shade felt. Also in persian, beaver, London-dyed squirrel, and silver fox . . . $15.00

At your favorite store or write:

LECIE, 14 East 38th Street, New York • 506 North 4th Street, St. Louis
Division of Rosenthal Ackerman Millinery Co.

Top — DIANA — superbly styled 14-kt. pink gold creation. 17 jewels $52.50

Center — EXECUTIVE — one of the most distinguished watches for a man. Smart 14-kt. gold case with 22-kt. gold applied hour indicators. 17 jewels $85.00

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Illustrated booklet, "Of Time and Today's Croton Watches," sent on request. Croton Watch Company, 48 West 48th Street, New York 19, N. Y.

Croton WATCHES
FOR ALL TIME SINCE 1878

CELEBRATING OUR 65TH YEAR OF PROGRESS

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THE BRA DESIGNED WITH YOU IN MIND

They all wear the same size... but they can't all wear the same bra...WHY?

Your tape measure tells you the number of inches around your bustline, but the correct cup depth depends on the development of the bust itself. SEE the BALI Bra designed for your proportions and your fitting problems are over! In A, small; B, average; C, full and D, extra full. For a lovelier figure in perfect comfort, choose a BALI BRA. Sold at better shops everywhere, priced from $1 to $5.

Send for *YOUR* copy of BALI's new illustrated booklet V1, full of facts about the correct fitting of brassieres. *It's FREE!*

Look for this trade mark — it is in every genuine BALI Bra...

THE Bali BRA

BALI BRASSIERE CO., Inc.
8 West 30th Street, New York, N. Y.
Mdse. Mart, Chicago, Ill.

YOUNG MOTHER — WORKING MODEL

(Continued from page 109)

become, to say nothing of the expense of dry-cleaning. To relieve the monotony of what almost amounts to a uniform, I try to find small scarfs in bright, original colours, as well as good-looking belts. I am quite particular about my shoes and bags. I also have a woollen dress for slightly dressier daytime occasions.

This may all sound rather dull and uninteresting, but I feel that the simple and conventional is much less boring in the long run than the more original that makes fellow workers sit up and say—"Here comes that bright yellow suit again." A smooth, fastidiously neat appearance is most important and adds a good deal to the aura of efficiency in an office, especially if the majority of the executives are men.

For the evening, I have one black faille suit, one simple black, short dress, one silk crêpe street dress in a becoming colour, and one very formal bright red short evening dress. I also have three informal evening dresses. This may seem like a good deal, but I work at the Officers' Service Club on Saturday nights, and even though I only sit behind a desk, the committee has decided to make evening dresses *de rigueur*.

The one thing I am most particular about in my clothes, as well as those of my children, is that they should fit well. I have often spent as much as ten dollars on an alteration charge for a forty-dollar suit. This, I believe, is important, not only because it makes one's clothes look and wear better, but also because it makes them keep their shape longer.

In dressing the children, I find that now, more than ever, it is the quality of the fabric and the fit that count. In dresses and suits, I look for simple styles in practical, becoming colours. Their coats are always bought about a size too large and then taken in at the shoulders and hem. Every time they go to the cleaners, the hems are taken out so that there is no danger of there being a telltale stripe when the coat is let down. If the material is good, there should be no mark at the shoulders, either, when they are widened again.

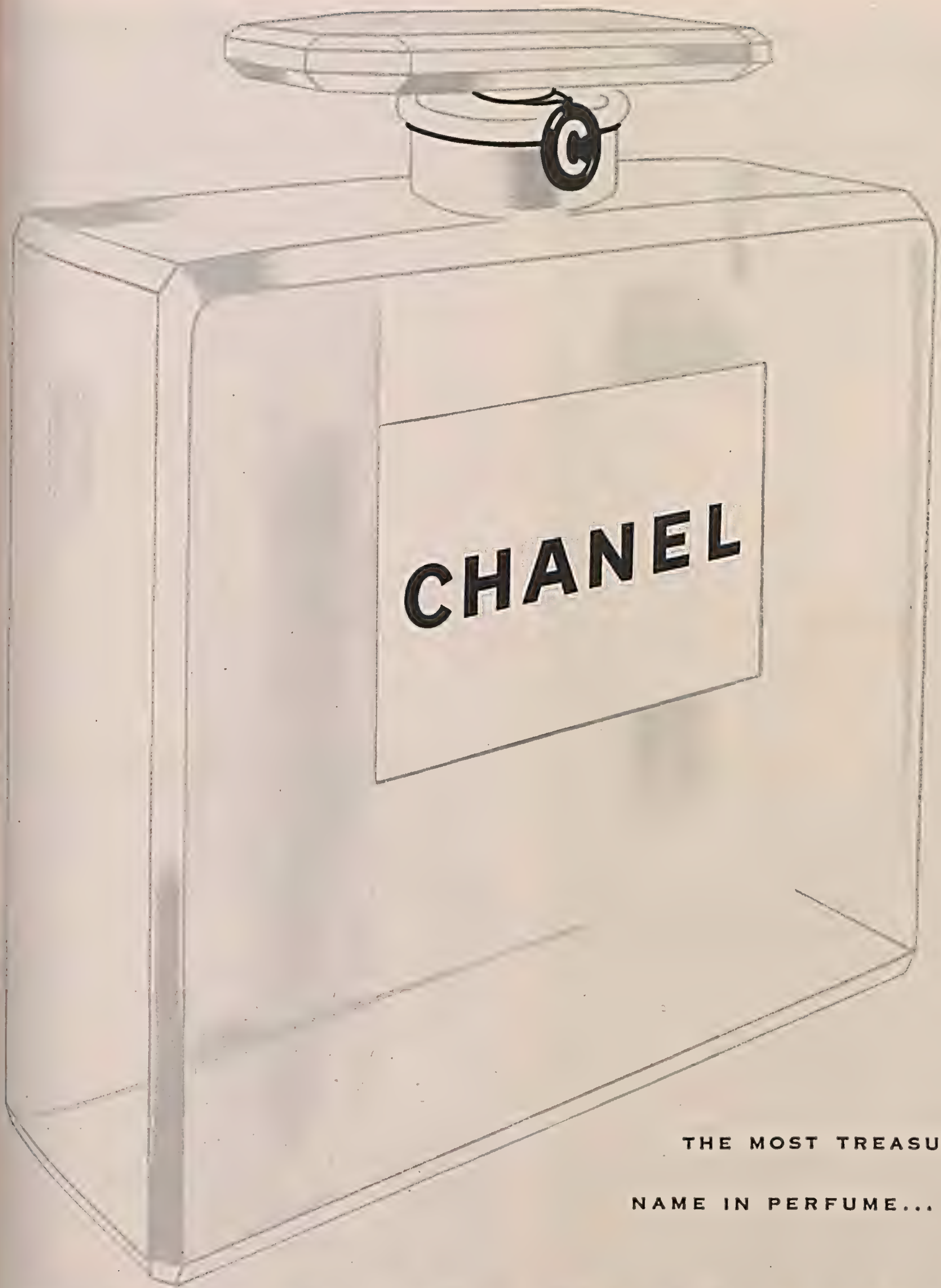
As I write this article, I realize more than ever that I am actually two people—totally different, one from the other. The one is the business woman, vitally interested in her job; the other, a mother. I find it difficult to be successful at both, for, naturally, if a child is ill, my office work suffers; if my work presents a problem, when I go home in the evening, I find that it is almost impossible to put it out of my mind. For this reason, I try as much as possible to divorce myself from my office life after hours. My business associates are close friends of mine, but I rarely see them after 5:30 P.M. These evening hours are specially reserved for my children and my friends of long standing. On the other hand, unless it is an emer- *(Continued on page 112)*

Busy hands deserve Sofskin, the rich velvety Creme that helps your skin overcome roughness and keep its smooth alluring softness.

Sofskin is used in thousands of leading Beauty Salons for hand care. Ask *your* beautician for a free Sofskin application, and consult her on your beauty problems. SOFSKIN CO., FINDLAY, OHIO

60¢ and $1.00 SIZES
Beautifully Gift-Wrapped

SOFSKIN *for lovely hands and skin*



THE MOST TREASURED

NAME IN PERFUME...

CHANEL

Sculptured Beauty

For that smooth, sleek look in your new slim chemise dress or plumb-line skirt, choose this pipe-stemming *Poirette* foundation. With its ingenious *biaband* diaphragm control, its long waist and high bust, it's designed to mold you into today's straight and narrow silhouette. Naturally it's made of finest quality Skinner's rayon satin. Sizes 34 to 44. About $15.00 in finer stores.

Skinner's RAYON SATIN

WILLIAM SKINNER & SONS, NEW YORK
ESTABLISHED 1848

YOUNG MOTHER — WORKING MODEL

(Continued from page 110)

gency, I am not consulted about home problems during office hours.

The little entertaining I do consists either of having a friend in for dinner or of buffet dinners for about ten people. Occasionally, someone will drop in for a drink late in the afternoon, but I do not encourage this unless this person is a particular friend of the children's or someone interested in them. This, as I have said before, is their hour, and, barring special occasions, they have every right to my undivided attention.

Once the children are in bed, and if I happen to be dining at home, my one idea is to relax completely. I make a ritual of my bath, allowing myself the luxury of all sorts of different bath accessories. Afterwards I get into some dark velveteen slacks and a white blouse. If it's cold, I light the fire and put on a short velveteen jacket and sit down with a cocktail to read the newspaper. After a light dinner, I go back to the living-room and either listen to a radio program, read, or play some of my favourite symphonic records on the Victrola. I also sew a good deal.

I am fortunate enough to be asked out quite often, but it would be ridiculous for anyone to say that loneliness is not a part of almost everyone's life these days. It would be equally ridiculous to say it can be overcome by surrounding oneself with friends. One can feel loneliness just as acutely in a crowd of intimate friends as one can sitting at home. But loneliness can become a disease that will affect all those that surround one. Keeping busy is the natural cure, but, in being busy, one should strive not to appear hectic, but rather to create a sense of purpose and a sense of well-being in the home.

This sense of purpose can be given to the children, as well, and, in so doing, they will become much better companions and far more able to bear the responsibility that will face them in the future. I believe in making my children share some of my problems. They share my joys or sorrows, and they have been made to feel that they are responsible for me as I am for them. They look after me if I am tired or ill, and they help me with my daily chores. I try in turn to think of them as people whom I enjoy being with, and not as children whom I brought into the world and for whom responsibility hangs heavy on my shoulders. My hopes are that they will always enjoy being with me, that they will be proud that I happen to be their mother, and that they will also be proud of whatever my accomplishments may be.

I am glad that I have a job, and my life under the circumstances is a happy one; but, like thousands of other women, I pray for the end of this war, and hope that when it is over I can go back to what I consider my rightful place in this world—that of building a home and of making those in it happy.

Eleanor Sarah Ritchie

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Now as ever, "the most beautiful glove in America,"—*Almondized* BEAUTYSKINS spell feminine charm with their delicately faint fragrance, superb workmanship, and soft, smooth, alluring texture. *Resistant to perspiration,* they remain lovely when washed. Made of fine imported glacé in wanted styles and colors.

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"*Almondized*"—an exclusive leather treatment patented and registered in U.S. Patent Office

Towards

a day less war!

• Tonight, in a bedroom soft with shaded lights, a woman creams her skin with quick strokes. Tomorrow is another day... on the assembly line, holding a bus to schedule, soothing a war worker's child left in the community nursery.

• Tonight...in another hemisphere...the man she has released to fight crouches for attack. Tonight, he and thousands of others are fighting this war to a finish sooner!

• When the government urgently asked her and eighteen million other women to go into war production or necessary civilian service jobs, she thought she couldn't. No time. No time, with all her own duties. No time, until she discovered how time can be saved...in so many little ways...for Victory.

• As one small way in which we can aid her, we've prepared a series of beauty timesavers from the DuBarry Success School so that she can work for Victory and stay as lovely as she is now.

THE GOVERNMENT NEEDS MORE WOMEN TO WORK FOR VICTORY. APPLY TO YOUR LOCAL UNITED STATES EMPLOYMENT SERVICE OFFICE.

FIFTEEN MINUTE FATIGUE CHASER

Massage the neck five minutes. Press fingers on spine at base of neck and with a small, circular movement, slowly push fingers up to back of hairline. Press as hard as possible at hairline and then release the pressure.

Massage the shoulders five minutes. Grasp left shoulder at base of neck firmly with right hand. Grasping as much tissue as possible, pinch and pull skin away from bone. Continue out over shoulder, two inches down arm. Repeat on right shoulder.

Massage the legs five minutes. Lie down. Pull left knee to chest. Encircle left ankle with both hands and with wringing, twisting motion, slowly pull both hands up left leg to knee. Repeat massage ten times on each leg. Swell for tired feet.

NUMBER THREE OF A SERIES OF BEAUTY SHORT-CUTS PUBLISHED FOR

DuBarry

BEAUTY PREPARATIONS BY RICHARD HUDNUT

FEATURED IN THE RICHARD HUDNUT SALON AND DuBARRY SUCCESS SCHOOL, 693 FIFTH AVENUE, NEW YORK...AND AT COSMETIC COUNTERS EVERYWHERE.

CALLAWAY
TOWELS

Beautiful any way you look at them

A little reflection will tell you it pays to buy quality these days. And that's woven into the very fibers of Callaway Towels and Rugs. You'll be proud of their striking patterns and colors, their matched harmony...and you'll find that they wear as wonderfully well as they look. Ask for them by name at leading stores. Redecorate *your* bathroom the Callaway way.

CALLAWAY
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LA GRANGE, GEORGIA

Style, Quality and Beauty

Marlboro America's Luxury Cigarette

GOODBYE FOR NOW to tea dances and late parties. But thank heavens there are still MARLBORO Cigarettes! Comforting, relaxing, richly blended of soul-satisfying tobaccos. Distinguished MARLBOROS*... so much extra luxury —for mere *pennies* more!

*IVORY TIPS—PLAIN ENDS—
BEAUTY TIPS (red)

Chantilly
HOUBIGANT
Sweet and Oh-h-h!
Here is *your* theme song in perfume... Chantilly, originated by Houbigant. A fresh, feminine fragrance ...with spicy overtones...and a perfect genius for lasting! Wear it and feel your spirits soar!
Rewand

When impressions count

discerning women depend on the beauty and subtle
flattery of La Tausca pearls.
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KEEP ON BUYING WAR BONDS

La Tausca
PEARL REPRODUCTIONS
WORLD'S GOLD MEDAL 1939 FINEST
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Women at Work *for* a Railroad at War

Another chapter in the story "Working for Victory on the Santa Fe"

America needs millions of women to take over war jobs . . . to stay with those jobs . . . to help speed the day when our fighting men will return victorious!

Santa Fe women are answering this call all along the line.

Right now thousands of Santa Fe women are doing war-vital work to "keep 'em rolling." Many of them are pitching into "unglamorous" jobs . . . greasing engines, operating turntables, wielding a shovel, cleaning roller bearings, working in blacksmith and sheet metal shops. They take pride in their work, too!

Many of them have husbands, sweethearts, brothers or sons in the armed forces. Many have replaced relatives who have been called into service. Others took jobs because they knew womanpower must step in when manpower goes to war.

☆ Santa Fe salutes these women who know that what they are doing is vital to Victory!

"Back the Attack with War Bonds"

SANTA FE SYSTEM LINES

Serving the Southwest and California

ONE OF AMERICA'S RAILROADS—*ALL* UNITED FOR VICTORY

DESIGNS FOR DRESSMAKING

5016 9477 9536

Another look at the dress on page 94; the bulky shirt, the ribbon-slim skirt, all in one piece. Design No. 5016, in sizes 12 to 20 (30 to 38). If you are baby-minded (see page 92) this maternity pinafore, Design No. 9477, in sizes 12 to 20 (30 to 38) and 40; its blouse partner, Design No. 9536, in sizes 12 to 20 (30 to 38), 40 and 42. Both are "Easy-to-Make."

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SORRY IF WE'RE LATE . . .

The war is taxing the nation's transportation facilities to the limit, and there will undoubtedly be delays in the delivery of your copies of Vogue. We regret the inconvenience to you, but this is a matter entirely beyond our control.

A New Idea In Figure Molding

The Hip Sash

Smooth contour, complete comfort, with very light weight, are accomplished in the new Modart "Hip Sash", through a unique adjustment feature. Made in strict accordance with traditional Modart standards of excellence. *Patent pending.*

It's a MODART by Le Monde

Write us for particulars of Modart Foundations and name of nearest store

LE MONDE CORSET CO., SAGINAW, MICHIGAN

NONE BUT THE ARMY HEART...

(Continued from page 87)

know such sadness: the emptiness in not seeing family faces, in not hearing family voices, an emptiness multiplied a million times by the realization of the uncertainty as to when those faces will be seen, when those voices will be heard again. The longing for home has no respect for time or place. It strikes everywhere, at any moment. A familiar tune on the radio, a glimpse of a face that reminds you of someone at home, and you can be lost, unable to get out of the mood.

Private Piligian confessed that the only time he felt homesick was when he sat down to chow in the mess hall. We tried to cheer him up by telling him he was lucky that that was the only sickness he felt in the mess hall. I myself feel most homesick and yet closest of all to home when I am in chapel. And any Private will admit the wave of homesickness that drowns him when he gets no mail at mail call.

"I haven't received a letter in days," Private Weil once told me sadly as we walked away from mail call. "Just let me carry one of yours."

But I found the best proof of the universality of homesickness in the Army at a local U.S.O., in the voice-recording booth. That proof was in the form of penciled notes the fellows before me had left, notes on what they wanted to say in the records that they were going to send home. The words they wrote are words that I might have written, or the fellow who followed me, or the fellow who followed him. They are words that are engraved in the heart of every Private. I have copied them just as they were written on the scraps of crumpled paper I found in that voice-recording booth:

"Hello, Mother dear."

"Surprise, surprise. Here I am talking to you while I'm many miles away. How are you? What are you doing? Are you all right?"

"Gosh, Mother, have I missed you! I'm on my way to Texas. Gee, if I were only on my way home instead."

"I'm fine except that I want my Mom. I'm feeling good and don't have a worry in the world except for worrying about you."

"The only thing rough about being in the Army is not being sure you're all right."

"I just got finished writing my second letter to you. I figured when I saw I could send a record home, I'd better talk to you. I don't believe you can understand any of my letters because of the writing."

"Will you do me a big favour? Mother, please get a picture taken of yourself and send it to me. The only picture I have of you is a snapshot, and I want another. Don't do it right away. Wait until you're feeling well enough to go out for it. Your health and happiness mean more than anything else. So please take care of yourself."

There was another note on the floor of that booth:

"Hello, Mom, and all the gang. How are you all? I'm at the U.S.O. in town where this record is being made. This is my *(Continued on page 121)*

"Borrowed from Brother"

THE COAT THAT IS LEADING A STYLE INVASION...

The unequaled fabric and fit of man's tailoring, plus a style no man ever knows.

Lined with genuine Earl-Glo Rayon. Shoulder straps for casual wear. In all the newer colors. $25-$35.

At only one—the leading—store in principal cities, or write D. B. Rosenblatt, Inc., Dept. V3, Minneapolis, Minnesota.

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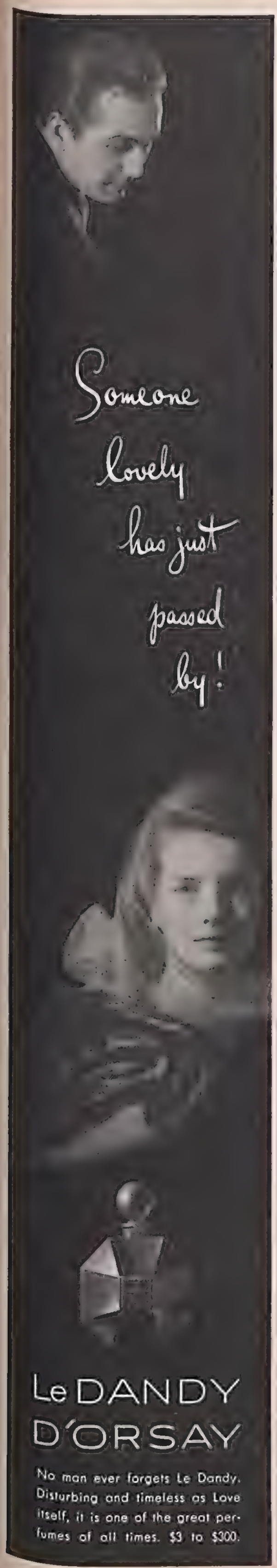


NONE BUT THE ARMY HEART...

(Continued from page 120)

first visit to town, and I find it a swell town. Mom, how is everything at home? I'll bet your roses in the yard are beautiful. Well, just keep them that way 'cause I will see them again some day. Are you still baking as much as you used to? Gosh, I would give a million bucks to taste some of your bread....Oh, yes, give my regards and say hello to Rose, Janet, Ray, and Jack. Hiya all gang? The weather is beautiful here, and I hope it is the same at home. Well, I must say bye-bye for a while, and I do hope this record brings a lot of happiness to all my dear folks at home."

The third note I found was actually only a brief summary. It read:

1. *How are you feeling?*
2. *Do you love me?*
3. *Weather?*
4. *Why don't you write?*
5. *The camp is good.*
6. *Have you heard from J and S?*
7. *I am going on shipment.*
8. *Pray for me.*

That was all there was, but any Private can understand and can fill in the words that the boy must have spoken. Those words are always the same, and they are the saddest and loneliest words in the world today: home....home....home....and pray for me....

None but the Army heart....

VOGUE'S

GOLDEN ANNIVERSARY

Vogue puts its fifty-year record under the microscope in the November 15 issue, reviews life and fashions from 1893 to the present day, looks ahead at life and fashions in 1944.

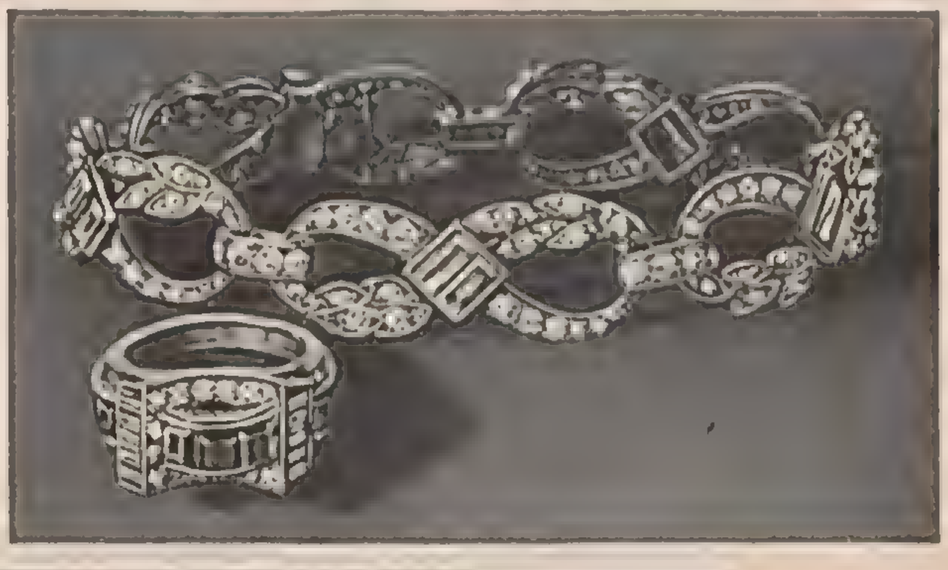
NOVEMBER 15 VOGUE

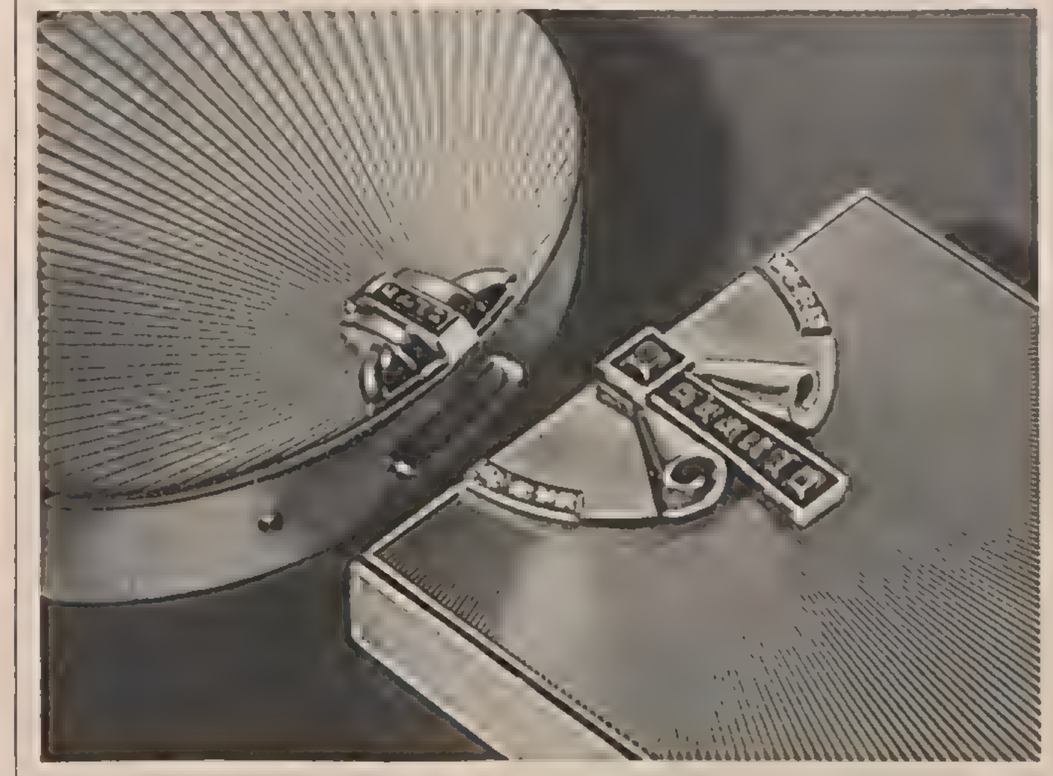
on sale at the newsstands

November 9

TIFFANY & CO.

Diamonds of fine color and brilliancy. A large selection of precious and semi-precious stone jewelry of smart new design. Silverware, china and glassware





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FIFTH AVENUE & 57TH STREET NEW YORK

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The STYLIST

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The ARNOLDAIRE

WEAR Arnold Authentics and you will smile through the miles and the months between your shoe coupons. . . . Their top-notch styling is smartly appropriate for any time of day, at any season. The beguiling fit and comfort of their Glove Grip construction will help you keep going at top speed . . . whatever your war work. Best of all, they are also the kind of shoes you can really enjoy wearing in your off-duty hours around town. M. N. ARNOLD SHOE COMPANY, South Weymouth 90, Mass.

HE WILL BE DIFFERENT

(Continued from page 81)

millions who come back to our homes will be—to say the least—more cynical, jumpier, and subject to wild nightmares. Women should prepare their minds for that. They will have to hear about it, and, if they are not braced, it may discolour their opinion of the men they love. If they are prepared, however, their sympathy and their calm reception of these bleak incubi will help the returned soldiers recover their balance.

As a footnote to this second difference, one should point out that the greatest psychological evil has not yet befallen our troops. This will occur when they liberate and occupy large areas of the enslaved nations. At that time, they will see and hear the evidences of the full hideousness of German occupation. It is an experience known so far, among the Allies, only to the Russians. Their reaction has been bloodthirsty; killing Germans has become their ruling passion as a result of what they learned by recovery of their own territory. Our soldiers will be no exception. Their ultimate hatred of Germans, as well as Japs, will not be impulsive, but everlasting, and it is no good for milady to plan how to teach her soldier to love his enemy once again. He won't.

A third difference in him will rise from the *home front*. It is no secret that virtually every soldier abroad turns livid when mention is made of strikes in war industries. Certain tycoons and bondholders here are prone to regard this fact with sly pleasure. It is their feeling that the men in uniform will "put labour in its place" the moment they are demobilized. Such persons, however, are remarkably short-sighted and unanalytical.

The Workingman—His Buddy

The soldiers who are so angered by the strikes are not angered at the workingman, because, fighting with them on every hand, are persons who until recently constituted "labour." To despise the workingman would obviously be an act of folly in the soldier: his buddy is a workingman. What he will despise, when at last he takes off his uniform, will be the bad leadership that made the strikes possible. Much of that sinister leadership is within the labour movement, and the returned soldier will take action against it. But much of the cause of striking is due to bad management—and the ten million fighting men will be equally against that. Their buddies among the workingmen are educating them about that now, and will continue to do so after the war.

If you happen to belong to the group of people which confidently expects the returning Army to jettison the rights of labour, you are going to be disappointed. For the men in this Army have learned, as no other men have, the importance of rights, and the intolerableness of special privilege. Their political weight will be hurled against all special privilege, whether it is invested in a labour leader, or a politician, or a bureaucrat, or a factory owner.

Indeed, their desire to wipe out mismanagement, unfairness, and injustice may be so intense as to warp their judgment; their immediate demands may border *(Continued on page 123)*

MY GUIDE TO FABRIC QUALITY IS THIS CROMPTON INFORMATIVE TAG

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HE WILL BE DIFFERENT

(Continued from page 122)

upon a new form of American authoritarianism which would defeat their own purposes. You should be ready to reassess democracy with your returning soldier—and also to remind him by your own acts that democracy can not be compromised.

Last, I have put *his interest in you.* To him, this may have been first, all the long time he was fighting. The distance, the danger, the likelihood of never seeing you again, will have given Home an exaggerated aspect in his mind. As the enchantment lent by distance fades, he will experience some degree of letdown. But you have an advantage in that circumstance: home will surely contrast favourably with the fox-holes—unless, of course, you give home the same quality of being a vixen.

He will want to know all that you did during the war—all that your friends and neighbours did. And in this, there are important points for you to consider now. The hardships occasioned you by gasoline rationing will not appeal to him as examples of major suffering. What happened to you in the matter of fuel oil, servant shortages, lack of meat, inability to get doctors for your neuralgia, and the like, are subjects to be bounced off your elbow if they are mentioned at all. If you feel that things are difficult nowadays, and if you carry over your woe to the time of his return, he is going to regard you with lasting jaundice.

And How's Your Record?

To keep his respect, his love, or even his interest, after his return, you'll have to produce a pretty good record. Even though you have closed the mansion, sent all the servants into war industries, given the car to the Army, lived on vegetables, and worked twelve hours a day oiling locomotives, you are having a gay—a happy—a carefree time—compared to your soldier in his bomber, or on Guadalcanal, or in the campaigns yet to come.

He knows now that we are not doing our best—that we are not "all out," as he is. Perhaps he has the insight to realize that it is as much his fault as ours—that we who stayed behind are merely welching as he would have, had he remained here. Possibly he perceives that *he* needed a harsh lesson in ethics and democratic duty. But he certainly knows that we need the lesson. The millions of Americans who are casually hamstringing the war effort represent a great pool of energy that could be converted to fighting strength. They also represent murderous sluggishness, and that is how the soldier will regard it. Consciously or unconsciously, he will examine your record on the home front, and if it is poor he will feel justified in abandoning his loyalties to you.

Weaseling Won't Fool Him

A little work at the Red Cross, a turn in a War Stamp booth, a bit of home canning, and a vacation trip denied, are not going to stack up adequately against his life in jeopardy day and night, month after month. The ruthlessness bred into him by terrible necessity may easily be transferred to his society, his former friends, and even to you. *(Continued on page 124)*

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HE WILL BE DIFFERENT

(Continued from page 123)

Your soldier will have marshalled the most formidable and aggressive of his instincts to preserve our democracy. He will have been an abstracted assassin in an airplane, or a raging vengeance in the jungle—because of you and because of his ideas of how men should live on this earth. Deadly earnestness will be, literally, a habit of his mind. He will have conquered three nations of motorized barbarians, looked into the hell of enslaved countries, and learned not only to thrust with a bayonet, but to bite in the clinches. Is this the lad who went away?

Intellectual Savagery

However peaceable he may seem, he will be a fighter from now on. You will not be able to tame him because *his* new savagery is calculated and intellectual. As a wife, mother, sister, sweetheart, playmate, or platonic companion, you should, in all sane consequence, remake yourself for his return.

Like him, you should face the fact that all life is potentially forfeit to humanity; you should gravely study the atrocious aspect of mankind and realize its very awfulness is a challenge; you should perform your part in democracy with an eye to preventing repetitions of this present catastrophe —aware that the choice of weakness is a foolish choice; you should practise belittling your "hardships," and you should see to it now that his final judgment of your part in the war is not expressible by the word, "Phooie!"

Personally, though, sister, I don't believe you're within a million miles of a touchdown today.

As I see it, you spend most of your time fighting with your Government, instead of for it. You waste more emotion on gasoline than you have dedicated to the Japs. You are still surging into the stores to buy stuff needed at the arsenals. For every erg you've thrown into the war effort, you've burned up a thousand horsepower griping. You won't listen to stories about the conquered people or about the un-nice behaviour of the enemy because they aren't in your department—you think.

This year you are wearing ostrich feathers on your hat—a most appropriate decoration. You feel sure that the big boom will begin presently, and you will no longer be deprived of all those marvellous gadgets they have invented during the war. You chisel on ration tickets and pay a little extra for the things you "simply must have"—but you go around saying you don't even know where the Black Market is. You lack the rudimentary, self-preserving sense to see that your lad in khaki has changed and that if you fail to stay in his league, you'll lose a pal.

Sister, you'd better reform.

Because if you don't, it's my considered opinion that when Johnny comes marching home, he's going to raise blue hell!

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"THEY CAN AFFORD TO BE GENTLEMEN"

An American's letter about soldiers in New Guinea

By John Taylor

EDITOR'S NOTE: *John Taylor, Assistant Field Director of the American Red Cross in New Guinea, describes some of the off-duty hours of our soldier Allies to his wife, Vogue's Merchandising Editor, professionally known as Miss Frederika Fox. According to eye-witness accounts, Mr. Taylor and another Red Cross worker were the first to land at Salamaua, and, by the time the main body of troops arrived, were ready to serve them doughnuts and coffee.*

THIS has been a fantastic week of work, in which I have been all things to all men in wonderfully interesting affairs. Last Sunday, after I had finished my letter to you, I was called out to find some more gear which had gone out to sea.

I had just come back, tired, cross, and splattered with filth, and was sitting for a moment in the bedlam which surrounds my office. In came a very good-looking lad, one of our Allies, with hair slicked down, clean trousers held up with a wide belt, and his nice clean shirt in the usual New Guinea wrinkle—all shirts are dried only up to a certain point. After a week on the line, you know nothing will ever get them dry at all; so you roll them up and chuck them in a corner. When you unroll them, they are filled with hundreds of creases and wrinkles which we call a New Guinea press. They also smell as muskrats ought to smell, if they smell at all.

Anyway, there he was, with his laboriously achieved cleanliness, a great smile on his face, and his charming: "Well, here I am, sir. Are you all ready?"

It seems that two companies were having a debate, of which I was to be adjudicator. I had forgotten.

I climbed in beside a Flight Officer in a large truck. Just imagine! The driver, Mr. Jamieson—affectionately called "Jamiey Chap" by his top kick—was a truck driver in this Army. It's a brutal job; yet he and his officer, plus two other men, who tried to maintain their balance in the back of the truck, standing for two hours during our lost journey, were on their way to participate in a debate with a rival company!

Gentlemen's Debate

Finally, we arrived at the meeting-place—an isolated outpost. And this is interesting. The Privates were not presented *to* the officers. Everyone was simply introduced in the natural way. But each man is identified by the rank which dignifies his Army standing.

All of this introducing is done with the greatest formality, toward giving the greatest amount of information about a man and toward, as I have said, giving him the greatest dignity. From that moment on, everyone, no matter *(Continued on page 126)*

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"THEY CAN AFFORD TO BE GENTLEMEN"

(Continued from page 125)

what his station, is "Mr." There is no calling by rank after this formal recognition of a man's Army worth.

The debate was indulged in by three men to a side—the question was: "That the machine age had brought greater happiness to mankind." Jamiey Chap and his officer, plus only one of the men who had come along, took the negative (Jamiey Chap, who is just under a Corporal, leading *his* side, not the officer, mind you). They were opposed by three officers, one of them being a representative in Parliament and the most widely-known lawyer in his community.

We met in the mess hall, where some men were playing quoits. There was a Chairman, who moved the dim lights around in the thatch and then called through the night:

"Assemble, all company...in the mess hall for the debate!"

So, in came a large crowd of incredibly tough men—boys who had been in the great retreats under Wavell and Auchinleck—spitting on the dirt floor, to listen, of all things, to a debate. They jammed the place, sitting on the tables or on the dirt, smoking and spitting, but silent.

Rigid Formality—Absolute Incongruity

The procedure of the debate was rigid formality—absolutely incongruous to its surroundings. Each man was limited to ten minutes, with ten minutes for the rebuttal. Each participant addressed the chair:

"Mr. Adjudicator, gentlemen of the opposition, and gentlemen."

No kidding, no fooling, everything accepted as being the only form in which it should be done.

The sides tore into each other, and here again, Jamiey Chap had no feeling that he was opposing the head C.O.; nor did he over-indulge his freedom of expression and opposition. He was debating against a "Mr."—an equal.

Soon, the moon broke the black outside world. It shot its diffused light down behind an opaque cloud curtain very far off on the horizon and out on the sea, so that there was a line of white water miles away, running parallel to us. Everything in between was heavy and dark. The slight breeze rattled the thatch, and soon the ponderous thump of heavy, falling coconuts started.

I decided for Jamiey Chap's side, which was undoubtedly the best, and this got a big hand.

Now, why do they do it? You would not believe that it is done, were you to see its setting. But I am now convinced that these men have a most astounding and unspoken resolve to tie the amenities of their past life into the distorting privations of the present one. It is simply an extension of, or a thread running out from, the individuality which they once possessed. Therefore, it is taken for granted and not forced.

Men must have their title, so they are "Mr." Men must have their life, so they have debates. Debates must be followed by a sociable agreement, so they have *(Continued on page 127)*

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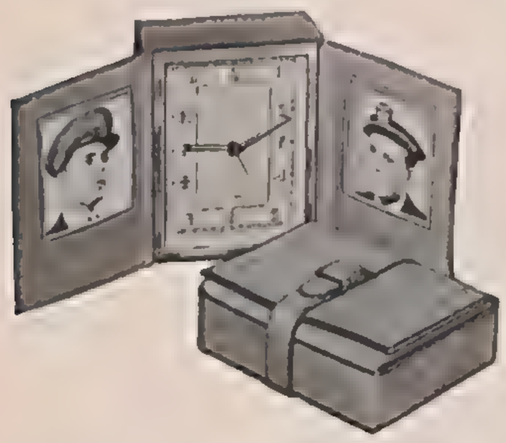

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"THEY CAN AFFORD TO BE GENTLEMEN"

(Continued from page 126)

a supper—in the insect-saturated and mud-soaked jungle of New Guinea. In that hour, they are at home.

So, too, the other night, my assistant, Hugo, and I went to a company mess, again as guests of our Allies.

Well, it has been pouring in torrents for days. There is no landscape. It is just brown, almost boiling ooze. Yet, we were called for punctually by the man who had invited us—Gunnar Thomas, President of the sixteen-man mess.

We got to the mess, to which had also been invited a Mr. Small—Lieutenant on the payroll, but that is all—to lecture on China.

Straight from "The Libyan Works"

All these boys are dock men. They had also been in the "Libyan works." They had hands like ill-formed claws, with no nails left, so far as I could see, and heavy, bruised knuckles. No one of them had been past the sixth grade, I imagine; yet they had invited two men so that they could discuss America and Australia, and one man so that he could lecture on China.

Again we were in a very uncertainly-lit hut—this time made of corrugated tin (on which the rain raised hell).

We stood behind the bench, hands behind our backs, as the mess was called to order. Then the President said:

"You may be seated, gentlemen."

We climbed over the bench and sat at a table covered with a very rough grey-white cloth. At each place was a hand-painted place-card bearing each man's name as "Mr."

Then started the mess fun. Anyone with a button undone—or a frightfully wrinkled and thread-worn shirt—could be accused by anyone else, who, in turn, had t bear his witness before "Mr. President." Hair out of place; dirt behind his ear; elbows on the table (before the final "you-may-be-at-your-ease-gentlemen," which came at the end of the meal); soup spilled, though not inhaled, since this was common and not noticed; vulgarity; or "calling our money by ill-fitting and unworthy names"—all those things were subject to fine. Each man proved to be guilty had to pay sixpence into the mess fund. The bookkeeping was kept by the man who sat next to me and entered it all in very illegible writing.

After each course, certain men who had been selected got up and cleared that particular course, rotating round the table in a prearranged scheme, so as not to embarrass anyone.

It was great fun. The fines kept up during a meal of good meat, a thin soup, a vegetable, and a wonderful dessert of Jello with "reduced cream" over it. (The cream, by the way, is excellent, a thick, heavy cream which has been reduced in bulk and tastes like very good evaporated milk.)

It took great time and effort to do all this, and yet it was done. Large bottles of fruit-juices were on the table in orderly rows, cigarettes in discarded, but shined *(Continued on page 128)*

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"THEY CAN AFFORD TO BE GENTLEMEN"

(Continued from page 127)

bully beef tins, sugar and salt in the same, and cleanliness throughout. No smoking, of course, during the meal.

There was even a menu, very neat and hand-decorated, with a red, white, and blue border, crossed flags, et cetera.

Finally, the meal ended. Each man was then instructed to fill his cup with "a toast ration," and we stood to:

"Gentlemen, the King."

There were general toasts, very serious (of course, to us, and we to them). Then we were told:

"You may relax your behaviour, gentlemen."

Arms were put on the table; knives were used to clean teeth. So were whole hands, which disappeared into great jaws.

Mr. Small spoke on China—very good, by the way, and obviously a well-educated man. We spoke on America.

Communism, Mr. Roosevelt, and Horse-racing

Then, all of us discussed the problems of the day, and the great hope of the future, when "each bloke can have his missus and the kids, and spend a quid or two" in *every land*. Communism was discussed—very elementary all of this, you understand, and most hesitatingly phrased by men who wanted to say something better than their education would permit them.

From everyone came some query or statement about "this here Mr. Roosevelt you chaps have over there" and their great hope in what he stood for. A man, obviously a good and wise jungle fighter, said:

"It seems to me that if you was to do like he says and let a man enjoy the races once in a while with his sweetheart" (no one laughed at this, or thought it funny that the picture of horse-racing was not fitting to many millions in China, for instance) "and then have a go at some beer like, with some of his cobbers; it seems to me there wouldn't be none of these hatreds going on, wouldn't that be so now?"

So we all discussed this point with great fervour, and on the basis on which he put it.

Again there was no self-consciousness about being addressed by an officer, or in speaking to him. He (the officer) was wonderful. These men were obviously his life, and he treated them as his equals. Each man was "Mr." to him, and he entered into their world as though it belonged to him, though obviously it didn't.

Our movies disturbed them. They had thought that all Americans were as they are pictured in the best grade A's. One man said:

"I thought all along that all the Yanks were like these chaps, Gable and them, and then I got to lookin' at the Yank next to me at these here movies we see, and the Yank next to him, and they didn't seem the same at all. So, a lot of us have been thinking that we've been fooled. Some bloke has been selling us a lot of painted-up dolls, and we've been saying that they ain't Yanks at all." *(Continued on page 129)*

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DRY or SWEET

"THEY CAN AFFORD TO BE GENTLEMEN"

(Continued from page 128)

Again, no one laughed, because they all felt that way, and they were indignant at being duped.

Then there was quiz, and some meat tarts and cocoa were brought in by men who automatically got up at the right time.

After that, we said good-night and were brought home through the pouring rain.

They Could Afford to Be Kind

Now again, why do they do it? Why does this little group do this every Wednesday night under the most miserable living conditions, with very meagre funds and rationing, and with a horrible day of fatigue behind them? Why does anyone go to the trouble to make out a mess chart so that two or three men get up from the table at the appointed time and carry the tin dishes through the rain to wash them (because there are no others), bringing them back with nicely-arranged hot food, which someone has worked a long, long time to prepare?

Again, I think it is the haven which seems, for those hours, to be reflected from their homes. They emphasize the most outspoken gentleness without shame—as though, for those hours, they were in a home of good and considerate behaviour. I am sure this is not always so in actual private life.

It is quite impossible to describe the extent of their kindliness. It is as though they were so sure of themselves in their own pioneering world that they could afford to be gentle.

And so you know again that only the strong can be gentle, and only the self-assured can dare to show those considerate refinements which bring dignity to mud, home to the lonely, relaxation to the weary, and distinction to the individual's soul.

VOGUE'S FIFTY YEARS

IN the forthcoming issue, Vogue profiles its own career during the past five eventful decades, brings you the feeling of fashion, the look of beauty, the flavour of politics and the sound of the theatre that coloured this significant period. It hums, too, with the sound of today: soldiers overseas wrote this issue's version of "People Are Talking About"; today's important fashions are photographed against a picture-postcard backdrop of New York.

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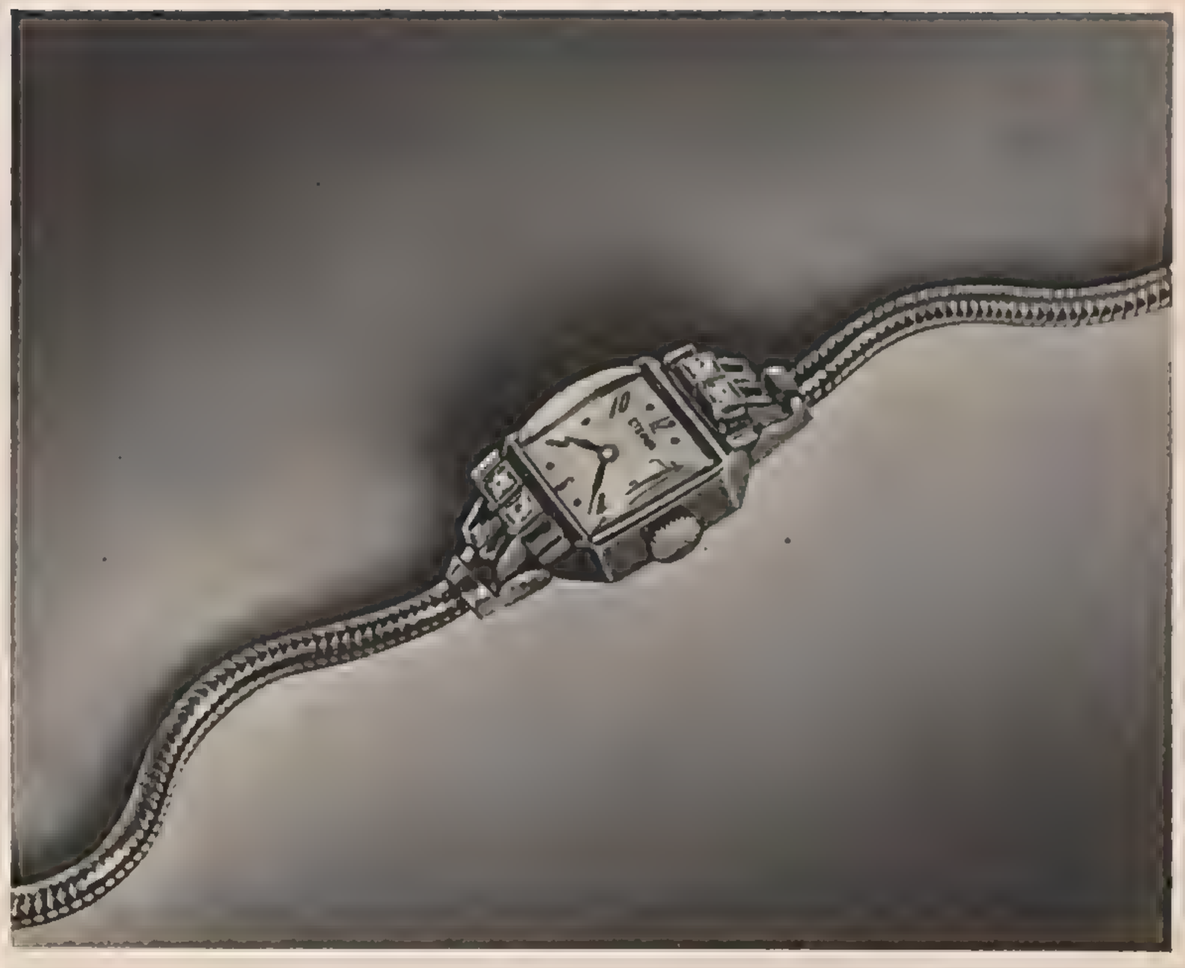

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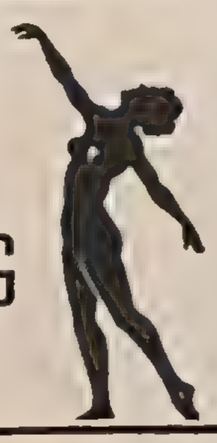

FEEDING THE BOYS ON LEAVE

By Aileen Platt

To thousands of women, all over the country, feeding the boys in the canteens is a constantly recurring, constantly difficult problem. They have given it concentrated attention and study and, after months on the job, have finally emerged with a well-tried set of rules, a proven record of what the boys like and dislike.

The canteen record is at variance with the official—and greatly publicized—survey made by the U.S. Quartermasters Corps. But, naturally, food that can be prepared in small quantities, and served immediately, is one thing, and food that must be prepared in ten-gallon lots and must wait indefinitely is quite another.

Liver? Well, Sometimes

One of the things men hate most in camp is liver. Considering the fact that liver requires the most expert and delicate handling, that it must be served immediately upon being cooked, it is not surprising that an Army chef struggling with food for hundreds of men, is hard put to it to devise ways of making liver the mouth-melting delicacy that it can be when it is soaked in milk, quickly fried in golden-brown onions and butter, and served without delay.

The boys even like spinach, the canteen records show. But it has to be prepared in a special way. It can't be cooked in a lot of water and served in a dish swimming in water. The canteens have developed an easy way that makes spinach one of the sure-fire dishes. The wet, washed leaves of spinach are piled into a pot and steamed quickly. Then there is little or no water left to drain off.

Presents in Kind

At most canteens, much of the food is donated by various canners, bakers, and packers. The rest of it is bought with donated cash. The women pride themselves on cooking exactly as they do in their own homes, but the men eye with suspicion and alarm any dish even slightly on the exotic side. Kitchen staffs learn very quickly to stay clear of such esoteric items as curried eggs, black bean soup, and sweet-and-sour tongue.

By practice, by painful trial-and-error, they have learned one of the most important facts in nutrition: that most people will eat only what they are accustomed to eating, no matter how unsound their diets may seem to the expert.

"The boys" will eat any of the simple foods as long as they are well-cooked—except cabbage and turnips. One canteen found that the boys ate their spinach one day, but not on the next when a new and inexperienced shift took charge in the kitchen.

Men love beef, particularly savoury meat loaves and stews brightly garnished with fresh vegetables. One very successful canteen meat loaf is made with one egg to every pound of raw beef. *(Continued on page 131)*

How to order Vogue Patterns by mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., and, in Canada, at 21 Dundas Square, Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

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FEEDING THE BOYS ON LEAVE

(Continued from page 130)

Moist bread is used to give the meat loaf body, and chopped parsley, onions, green peper, celery, and the high seasoning of salt, pepper, and paprika are all well-blended into the meat. The loaf is baked till done, but still a bit pink in the centre.

The appetizing quality of a stew is in part due to the fact that the vegetables are cooked separately, thus assuring crispness and colour. Canteen workers make excellent gravies, using very little flour, thus avoiding any lumpy thickness. The visiting Service men adore apple pies, strawberry shortcake, fresh fruit, and cookies.

But the greatest favourite is chocolate, in any shape or form. "They will eat an old shoe if it has chocolate sauce or icing on it," one canteen head reports.

Beautiful Soup

Quartermaster report or not, the Army on leave eats huge bowls of steaming soup. In puddings, a favourite is Brown Betty topped with corn flakes and brown sugar; a second choice, rice pudding and fruit sauce. A typically popular dinner is tomato soup, beef stew, with fresh vegetables, and potatoes, lemon meringue pie, and coffee.

Successes

Small canteens, with limited kitchen space, serve food-bar food: tasty pies, cakes, and doughnuts, with coffee or milk. The menus are of necessity uncomplicated. At dinner, filling soups are a great favourite. Split pea soup swimming with sliced frankfurters and diced salt pork; an aromatic fish chowder; or potato soup with country sausages go over big. With peanut butter or egg salad sandwiches and a beverage, the boys enjoy a well-balanced meal.

Spaghetti is wolfed down in huge quantities, but the really great favourite is hamburger on a soft roll. This special recipe is made by mixing together one raw egg beaten with a little milk, a handful of bread-crumbs, and a pound of ground beef. Season with salt and pepper, and then add lots of good celery salt. The celery salt is the little trick that makes this recipe unusually good.

In the most crowded canteens, where two or three thousand men may be served every day from a six-by-six kitchen, sandwiches are assembled, wrapped in wax paper by the thousand, and stacked in bins. The best liked is plain ham. One canteen developed a "Special," which runs a close second. (This is a mixture of ground beef Bologna and peanut butter softened by evaporated milk.) The usual procedure is to lay out huge trays of cakes, chocolate cookies, and crackers.

As one young private said, while enjoying a succulent portion of strawberry shortcake, "What a beautiful memory this will be when I'm chewing hardtack in a fox hole in Guadalcanal."

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PRIX de PARIS . . . QUIZ NO. 1

CHOOSE ONE FASHION PROBLEM

1. Study the fashion advertisements on pages 4, 9, and 19 in the October 1 issue of Vogue. Give them new head-lines and write copy to fit the space.
2. On page 72 of October 15 Vogue, there is a fashion article, "Marriage Proposals." In the same number of words, write your own introduction and describe the accessories sketched there.
3. There are two related fashion photographs on pages 48 and 49 of October 15 Vogue. Suggest a new layout, and write your own head-lines and copy.
4. Choose any five accessories shown on pages 94 and 95 of the October 1 Vogue and describe them in the manner of Shop-hound.

CHOOSE ONE FEATURE PROBLEM

1. The article "Before Bandwagons," in the October 1 Vogue, is a series of thumb-nail portraits of men and women who are in the vanguard of creative work. Devoting two hundred words to each, write sketches of three persons you would have included.
2. October 1 Vogue describes the distinguished house of Mrs. Brooks Howe (page 105). Using the same amount of space, write about the most beautiful house you know.
3. Consider the photographs on pages 68 and 69 of the October 1 Vogue. Discuss the composition, the lighting, choice of setting, choice of models, in five hundred words.
4. Over a period of years, Vogue has published many gourmet recipes. With Vogue's point of view in mind (see pages 88-89 of October 15 Vogue) plan a wartime buffet supper, including a table arrangement, a menu, and any rare or unusual recipes you know.

17 PRIX de PARIS AWARDS

First prize will be a year's position on the staff of Vogue; the second prize, six months with Vogue. Ten Awards of Merit will carry opportunities for careers with House & Garden, Glamour, and Vogue Pattern Book; also job-interviews with stores and advertising agencies. There will be five cash awards for the five best articles.

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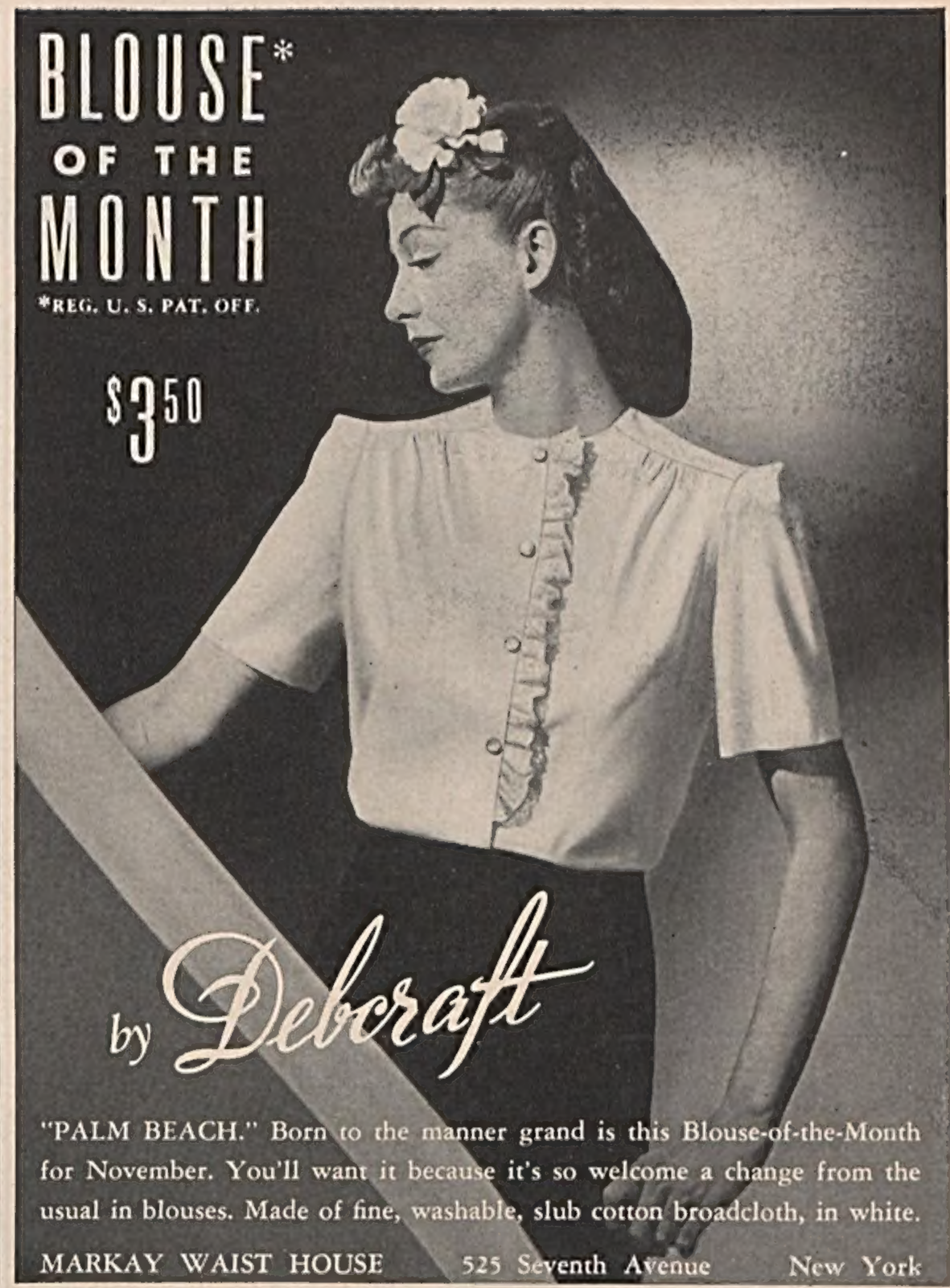

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PRIX de PARIS CONTEST RULES

1. Each entrant must be a member of the graduating class of 1944 in a U. S. college or university which grants a recognized degree.
2. Each entrant must fill out an entry blank, which may be mailed now, or with the answers to the first quiz.
3. The contest will consist of two parts: (1) a series of four quizzes; (2) an essay of 1,500 words on a subject selected by Vogue, to be submitted by those entrants who pass the four quizzes.
4. The first quiz (based on the October issues) appears on page 132. The succeeding three quizzes will appear in the December 1, February 1, and March 1 issues. Save your copies of Vogue until the end of the contest; you may need them for reference.
5. Papers will be graded on these points:
   Clear and individual writing.
   Familiarity with the fashion information and fashion principles in Vogue's pages.
   General information, current information, awareness.
6. Answers must be mailed on or before the twentieth of the month in which the quiz appears.
7. All quiz papers and essays must be typewritten in double space on one side of the page. The name and college of the contestant must appear on *every* page.
8. The judges of the contest will be the Editors of Vogue. Their decision will be final. The winners of the *Prix de Paris* will be announced on or about June 20, 1944.

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Please enroll my name as an entrant in Vogue's 9th *Prix de Paris.*

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STYLING
Created individually for you...each coiffure emphasizes your best features based on careful study. Modern, different, exciting, yours alone.

SKIN TREATMENTS
More than mere facials... over 22 different, individualized treatments of face, neck and shoulders, deal with every skin beauty problem. Promote glowing, natural loveliness by giving first attention to skin health.

HAND TREATMENT
This scientific, health-promoting routine goes 'way beyond the usual manicure. Includes massage with Harper Method Hand Cream and immersion of nails in special conditioning oil. You'll love it!

COSMETICS FOR HOME USE
Let your graduate operator...who has examined and treated your scalp, skin and hands...select and explain the use of cosmetics *best for you* to use at home. Harper Method "treatment cosmetics" sold in no other shops than Harper Method.

Harper Method

OF PERSONAL HEALTH AND BEAUTY CARE

ROCHESTER, N. Y.

★★★ YOUR HAIR ★★★ YOUR SKIN ★★★ YOUR HANDS ★★★

With women in the Service . . .

First in Fashion

Khaki, blue, or forest green . . . whatever you wear . . . you'll find the cigarette for milder smoking pleasure is

Camel

R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina

WAVES—You get up at "reveille," go to bed at "taps." You call the floor of your quarters "the deck" and the walls "bulkheads." Because, when you're in the WAVES, you're in the Navy. And, if you smoke, you'll quickly learn the Navy favorite is the cigarette with that famous flavor—Camel.

▲ **WACS**—Maybe you learn to chauffeur a jeep; maybe you learn radio and free a radio *man* to fly; but, whatever you do as a WAC, you'll be doing your "bit" in a big way. And you'll know your Army...from khaki to Camels—the service favorite.

SPARS—You may not get to sea, but that job you take over *at a desk* means another Coast Guardsman free to fight *on deck!* And, if your smoking tastes run to the full flavor of costlier tobaccos and the extra mildness of slow burning, you'll be smoking Camels—the Coast Guard favorite.

First IN THE SERVICE

Actual sales records show the favorite cigarette with smokers in the Army, Navy, Marines, and Coast Guard is Camel.

THE "T-ZONE." How long since you've smoked a Camel? Give them a try today. Compare them critically for taste...for your throat...for your "T-Zone."

On the basis of the experience of millions of Camel smokers, we believe you will like the extra flavor that only Camel's blend of costlier tobaccos can give. We believe your throat will confirm the findings of other Camel smokers. Try Camels.

BUY WAR BONDS STAMPS

"BE A MARINE—free a Marine to fight" is the motto of the Marine Corps Women's Reserve. Their forest green uniform above is by government issue, the cigarette by Camel; and that means the smoking situation is "well in hand."

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